

Mass Communications Training Board
大眾傳播業訓練委員會



Mass Communication Industry
Manpower Survey Report
大眾傳播業 • 人力調查報告書

2016



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2016 MANPOWER SURVEY REPORT

MASS COMMUNICATION INDUSTRY

大眾傳播業

2016 年度人力調查報告書

**MASS COMMUNICATIONS
TRAINING BOARD**

VOCATIONAL TRAINING COUNCIL

職業訓練局

大眾傳播業訓練委員會

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Executive Summary of the Report on the 2016 Manpower Survey of the Mass Communication Industry

1. Introduction

The Mass Communications Training Board of the Vocational Training Council (VTC) conducted its biennial manpower survey in January / February 2016. The survey covered 1 023 companies in the journalism sector, digital/ new media sector, advertising and public relations (PR) sector and the media production sector. The effective response rate was 90.8%.

2. Current Manpower Status

2.1 Total Number of Persons Engaged

The labour market in the MC industry stabilised in January 2016 with total MC employment (including freelancers) rose to 43 298 MC employees, representing an increase of 15.3% over February 2014 (37 539 MC employees). It should be noted that the increment is partially contributed by the media production sector (4 958 employees) which is included in the survey for the first time. However, owing to a moderate increase in the total labour force, the percentage share of MC employees in the labour force grew steadily from 0.98% in February 2014 to 1.1% in January 2016.

2.2 MC Employees in the Journalism Sector, Digital/ New media Sector, Advertising and Public Relations Sector and Media Production Sector

The survey revealed that in January 2016, 10 676 (24.7%) MC employees were engaged in the principal jobs of the journalism sector, 534 (1.2%) were engaged in the principal jobs of the digital / new media sector, 27 130 (62.7%) were engaged in the principal jobs of the advertising and public relations sector (including advertising sales / PR / marketing department in media organizations) and 4 958 (11.5%) MC employees in the media production sector.

2.3 Freelancers Employed

At the time of the survey, 92 companies in the journalism and digital / new media sector (or 20.2% of the existing 460 companies covered by the survey in that sector) (2014 survey: 84 companies), 296 companies in the advertising and public relations sector (or 6.0% of the existing 4 933 companies covered by the survey in that sector) (2014 survey: 84 companies) and 224 companies in the media production sector (or 17.9% of the existing 1 252 companies covered by the survey in that sector) had employed freelancers to perform various MC job duties. In terms of company size, companies employing fewer than 10 employees in the magazines and the advertising companies, agencies and other advertising services accounted for the major of job creation for the freelancers. In terms of number of freelancers, production companies are hiring most freelancers. Most of these freelancers in the MC industry are employed as reporter, layout editor, account executive, designer, producer, content writer, video editor, cameraman and animator.

3. *Staff Turnover, Number of Vacancies and Retention of Existing MC Employees*

3.1 Leaving MC Employees

Employers reported that 3 629 MC employees (or 8.3% of the existing 43 934 MC posts) in the journalism sector, digital / new media sector, advertising & public relations sector and media production sector had left the companies in the past 12 months. The public relations services suppliers recorded the highest turnover rate (13.8%), followed by the corporate communications / PR / advertising / marketing department in companies / institutions (13.0%). In terms of job level, the highest turnover rate was among the editorial / production staff (9.2%) in the journalism sector and the executional staff (10.9%) in the advertising and public relations sector.

3.2 Recruitment Numbers

The survey reveals that 3 013 employees (or 6.9% of the existing 43 934 MC posts) were recruited in 2015/16, including 2 602 (5.9%) experienced employees recruited in the MC industry and 411 (0.9%) non-experienced employees. In terms of job level, managerial level recruited 248 MC employees, supervisory level 433, editorial / production / executional level 1 728, and support / technical level 604.

3.3 Internal Promotion

The survey reveals that 566 MC employees or 1.3% of the existing 43 934 MC posts were promoted from within the companies in respect of new or existing posts during the past 12 months. In terms of job level, 138 positions (2.7% of number of MC posts at the job level) in managerial, 303 (3.6%) in supervisory, 124 (0.6%) in editorial / production / executional, and 1(0.01%) in supporting / technical are filled by internal promotion.

3.4 Vacancies

At the time of the survey, employers reported 150 job vacancies (or 1.4% of the existing 10 826 MC posts) in the journalism sector, 19 job vacancies (or 3.4% of the existing 553 MC posts) in the digital / new media sector, 449 job vacancies (or 1.6% of the existing 27 559 mc posts) in the advertising and public relations sector and 18 job vacancies (or 0.4% of the existing 4 976 mc posts) in the media production sector. In terms of job title, the high vacancies were observed in the account executive, senior reporter / reporter, digital designer / designer, graphic artist and officer / assistant for advertising & marketing communications.

3.5 Local MC Employees Working Major for the Website or New Media

At the time of the survey, 478 companies (or 7.2% of the responded 6 645 companies of the survey) had deployed / recruited local MC employees to work major for the website or new media. Among all the 2 133 MC employees deployed / recruited to work major for the website or new media, 203 MC employees (57.7% of 352) in the journalism sector, 211 MC employees (63.9 % of 330) in the digital/ new media sector, 796 (61.3% of 1 298) in the advertising and public relations sector and 23 (15.0% of 153) in the media production sector are also requested to engage in tasks / duties related to the social networking websites.

3.6 Retention of Existing MC Employees

The survey reveals that MC employers (in particular those with employment size of 1-4) making “salary increment” as the top staff retention factor.

4 *Employers’ Requirements / Expectations of Employees’ Competencies*

4.1 Education Requirement

It is observed that employers generally preferred their MC employees (69.6%) to have tertiary qualifications (i.e. Sub-degree: Associate Degree / Higher Diploma / Professional Diploma / Higher Certificate or above qualifications). Within which, 46.6% of MC employees were preferred to have first degree or above qualifications, and 23.0% to have Sub-degree: Associate Degree / Higher Diploma / Professional Diploma / Higher Certificate qualifications in 2016. It is considered that the MC industry is one of the knowledge-intensive sectors requiring more highly educated manpower.

4.2 Skills and Knowledge Requirements

The Training Board observes that the top essential skill / knowledge in the journalism sector, the advertising and public relations sector and the media production sector are “Reporting and editing skills”, “Sales / marketing strategic planning” and “Application of new technologies” respectively, while for the digital/ new media sector, “Putonghua”, “Self-management”, “Industry practices in the mainland of China” and “Hardware and Software (Interaction design)” are considered as the skill/ knowledge that employees should enhance. It is observed that the emergence of various types of management and technology skills within the top eight has reflected the situation that companies are more aware of the establishment of the above skills / knowledge to enhance their competitiveness in the globally connected world.

5. *Manpower Training and Development Plan*

5.1 Training Needs of Existing MC Employees

The survey reveals that employers would plan to provide / sponsor training in respect of skills and knowledge to 11 154 MC employees (in terms of man-times) in the next 12 months. The type of skills / knowledge to be provided / sponsored by employers for the existing MC employees include innovative media technology (advertising and PR sector), language skills, industry specific skills (advertising and PR sector), management skills, and industry specific skills (journalism sector).

6. *Manpower Forecast and Demand & Supply Analysis*

6.1 Employers’ Forecast of MC Manpower Demand in January 2017

Employers forecast that there would be 43 929 MC posts in January 2017, a decrease of 0.01% (5) over the number of existing MC posts (43 934). Among the job levels in the advertising and public relations sector (Table 2.10), supervisory level recorded the highest growth rate of 0.93% (63), followed by executional level 0.07% (10).

6.2 Projected Annual Additional Manpower Requirement for 2016/20 by Preferred Educational Level

As the pace of globalization continues to accelerate, supported by domestic consumption as well as CEPA, the manpower requirement of the MC industry will be stable in the long run. The projected annual additional manpower requirement for 2016/20 by preferred educational level is estimated to be 879 MC employees with degree or above qualifications and 780 with sub-degree qualifications.

6.3 Estimated Average Annual Supply of Graduates in MC Programmes for 2016/20 by Educational Level

The average annual supply of graduates in MC programmes joining the MC industry (from local educational and training institutions) for 2016/20 by educational level is estimated to be 1 759 with degree or above qualifications and 566 with sub-degree qualifications.

6.4 Manpower Demand and Supply Analysis

It can be concluded that the average annual supply of 1 759 local degree or above graduates from MC programmes would be sufficient to meet the forecast annual additional manpower demand for 879 MC employees with such qualification. It is expected that there would not be any shortfall of manpower supply. Fresh graduates from MC programmes can join many industries, such as business commerce, government service and education. Relevant job opportunities are also available in design, film and entertainment, publishing, art administration and management, exhibition design etc. At the sub-degree level, the annual shortfall of 214 additional MC employees could be met by graduates from other non-MC disciplines.

7. Major Developments in the MC Industry

Based on the manpower changes between the 2014 and 2016 surveys and other observations, the Training Board concludes the following major developments in the MC industry:

Impact of Digital / New Media Developments on Business and Manpower Needs

- (i) Job opportunities are best for applicants in the expanding world of digital / new media (such as digital and mobile advertising, launching the social media applications and the mobile services).
- (ii) The number of full time layout editor, reporter and graphic artist engaged in newspapers and magazines has been reduced over the two-year period. Freelance employment has become increasingly common.
- (iii) MC employees (such as corporate communication, PR & public affairs employees, market, product development and brand management employees) engaged in digital and mobile marketing are growing in number due to the public's extensive use of digital and social media.

- (iv) Since social media (such as Facebook, Twitter, Weibo, Instagram, Pinterest, LinkedIn or Google+) are getting greater focus of the public, it is essential for the local MC employees to acquire skills / knowledge on web searching / analytics, sharing / posting in social networking platform and web security to perform the social media functions.
- (v) A number of media production companies have employed freelancers to work as producer, content writer, video editor, cameraman and animator to support project-based production work to be delivered in various media platforms.
- (vi) Multi-skills and the ability to perform multi-tasking are required by MC practitioners in response to the expanding world of digital / new media and the merger or abolishment of some MC posts.

Impact of Further Transition to Knowledge Society

- (vii) Employers in the MC industry tended to be conservative in planning future manpower with regards to recruitment. They maintained high requirement on the quality of candidates in respect of their qualifications and relevant experience.
- (viii) Demand for well-rounded MC employees tends to become more acute when companies are looking to get more work done with fewer people.
- (ix) More advertising / PR / marketing employees in the MC industry are working closely with media partners to conduct promotional seminars / activities with a view to increasing the number and type of media outlets to reach the target customers.
- (x) More corporate communications / PR / advertising / marketing department in companies / institutions will like to recruit experienced MC employees in the journalism sector (with cross-functional experience) to undertake various jobs in respect of advertising / PR / marketing / sales.
- (xi) More local companies in the advertising and PR sector have been engaged in outsourcing their supporting / technical related jobs (such as video production, website updating, and printing) which allow them to focus on their core business, expand quickly into new frontiers, address manpower and skills constraints, and reduce costs.
- (xii) More advertising / corporate communication / PR / marketing department come to understand the importance of advertising, brand building and corporate identity and have paid more attention to brand strategy and brand communication by recruiting more brand designer, marketing, product development and brand management executives.
- (xiii) Skill sets (such as reporting and editing skills, self management; Putonghua; multimedia knowledge and applications; industry practices in the mainland of China; computer literacy; hardware & software (interaction design); sales / marketing strategic planning; account strategic planning; creativity and cultural insights) will continue to be in demand to perform various MC functions.

8. *Business Outlook in the MC Industry*

Impact of Digital / New Media Developments

- (i) The rise of digital / new media and social media will require MC companies to plan more strategically and holistically in respect of the interactiveness and unique characteristics of these new media platforms in order to deliver message successfully. Besides, the digital / new media enables more independent or freelance practitioners to engage in the industry by creating and providing multimedia contents.

Impact of Further Transition to Knowledge Society

- (ii) The trend of advertisers making use of new media as a vehicle to promote the product sales of their clients will continue. Creating value for customers by applying professional knowledge and market intelligence will be the competitive advantage of MC companies in this knowledge-based industry.
- (iii) The factors affecting the future growth rate of the MC industry include industry consolidation, the introduction of new technologies, greater use of services outside the industry, and competition from different emerging media platforms.

Younger Generation

- (iv) Young MC employees are expected to acquire relevant accomplishment training and self-management skills (such as working attitude, team work, creativity, concentration on work, passion, interpersonal communication skills, punctuality, and protection of company's tangible & intangible assets (or intellectual property right)) so that they can become more competent in their workplace and have greater contributions to the company.

9. *Recommendations*

Major recommendations on the manpower and training needs of the MC industry are summarized as follows:

- (i) The annual additional training requirement for MC employees from 2016 to 2020 is estimated to be 328 in the journalism sector, 19 in the digital / new media sector, 1 164 in the advertising and PR sector and 148 in the media production sector.
- (ii) MC practitioners should keep themselves updated by getting more training and gaining more experience with the latest development of digital / new media (such as web searching / analytics, sharing / posting in social networking platform and web security) and keep an eye on how social media plays a role in m-commerce and influences customers' buying decisions in the global market.

- (iii) Media practitioners have to provide customers with suitable information at the right time via the appropriate platform. To meet this challenge, they need advanced skills to source, evaluate, select, analyse, use and create information and knowledge. Media and Information Literacy (MIL) training should be offered to the young MC employees for their professional development.
- (iv) Data analytics allows MC practitioners to gain comprehensive knowledge of audience and customers' behaviour in mobile application and infuse data-driven decision making in their marketing, creative and programming process. Building capabilities of data analytics by improving data skills of MC practitioners enables media companies to make quicker business moves in the competitive and complicated industry environment.
- (v) The changing role of MC employees today requires them to acquire language skill (such as Putonghua), multimedia knowledge & applications, political system, social & economic development in the mainland of China, sales / marketing strategic planning, account & strategic planning, market research applications, innovative media research & applications, and production management, of which the training demand would increase substantially.
- (vi) Employers should understand the attitude and behaviour differences of Generation Y employees and adopt suitable measures to bridge the generation gap.
- (vii) Employers should understand the key driving force (such as motivators, mentoring, retention and technology) to retain their existing MC employees. Communication with employees and recognizing their accomplishments would help engage and motivate employees, especially young staff.
- (viii) Employers should keep employees well-trained in order to maintain the company's competitiveness in the dynamic environment of the MC industry.
- (ix) To ensure sustainability of company in this knowledge-intensive industry, it is important to connect freelance employees in the information and knowledge management system to ensure efficient dissemination and exchange of knowledge and experience.
- (x) Local educational institutions could continue to offer sub-degree or above courses in the MC Discipline so that more secondary school graduates could study the MC related programmes when they attend tertiary education.
- (xi) Relevant trade associations and professional bodies under their existing e-learning platforms could develop training programmes / packages (such as generic competence or transferable skills) by strengthening the whole person development of young MC employees through the VTC's Out-centre Course Scheme.

SECTION I

INTRODUCTION

The Training Board

1.1 The Mass Communications Training Board of the Vocational Training Council (VTC) is appointed by the HKSAR Government to be responsible for matters pertaining to the manpower and training needs of the mass communication (MC) industry. Comprising representatives of the craft, academics and government officials, the Training Board is required, among other duties, to recommend to the Council the development of training strategy to meet the increasing demand for trained MC manpower. The membership list and terms of reference of the Training Board are given in Appendices 1 and 2.

Purpose of the Survey

1.2 To assist the Council to carry out two of its main functions as stipulated in the VTC Ordinance, namely, to review the industry needs for trained manpower and to review the availability of trained manpower to meet such needs, the Training Board has been conducting manpower surveys once every two years since early 1980s. The aim of the survey is to collect accurate data on the present and future manpower situation and training information in the principal jobs of the MC industry.

Time of the Survey

1.3 With the assistance of the Census and Statistics Department (C&SD), the Training Board conducted the manpower survey of the MC industry during the period from 7 January 2016 to 6 February 2016.

1.4 The findings of the survey reflect the manpower situation of the MC industry at the time of the survey. However, the current uncertainty in global financial markets might have an effect on the MC manpower demand. The manpower data and forecast in the report should therefore be read with the phenomenon in mind.

Working Party on Manpower Survey

1.5 Under the Training Board, a Working Party was formed to oversee the conduct of the manpower survey. The scope of its work can be broadly divided into four parts: questionnaire design, sampling, analysis and reporting. The Working Party has prepared the relevant survey documents and subsequently submitted to the Training Board for approval. On the other hand, the C&SD provided the following professional services: fieldwork, data input and tabulation. The Working Party's membership list is given in Appendix 1.

Scope of the Survey

1.6 The survey covered the following four branches in the journalism sector (whose business operations aim primarily for Hong Kong readers / audience), three branches in the advertising and public relations (PR) sector, digital / new media sector and media production sector. The digital / new media sector is separated from journalism as an individual sector and the media production sector is newly introduced in the survey.

Journalism Sector

- (a) Newspapers
- (b) Magazines
- (c) News & Information / Advertising Sales / PR Department in Radio and Television Stations
- (d) News agencies

Digital / new media Sector

- (e) Digital / new media

Advertising and Public Relations Sector

- (f) Public relations services suppliers
- (g) Advertising companies, agencies and other advertising services
- (h) Corporate communications / public relations / advertising / marketing department in companies / institutions

Media Production Sector

- (i) Production companies (New in 2016 survey)

Major Change of the Survey

1.7 To align with the development of the MC industry and obtain a holistic view on the manpower situation, the following changes were made on the scope of the survey:

- (a) The digital / new media sector is separated from journalism as an individual sector; and
- (b) The media production sector is included in the survey for the first time.

1.8 Content of the survey questionnaires and relevant documents were revised on the following aspects:

- (a) Updated principle jobs;
- (b) Classified “Preferred Education Level” as postgraduate, first degree, sub-degree, senior Secondary and junior Secondary; and
- (c) Updated types of skills/ knowledge need to be enhanced by employees.

Method of the Survey

1.9 In view of limited resources, a stratified random sampling method was adopted to select some 1 000 companies in the specified frame of about 9 600 companies under the MC industry in the Central Register of Establishments (CRE) maintained by the C&SD. Companies were classified by major type of branch engaged. Under each type of branch, companies were further classified by their employment size. Companies were then randomly selected with reference to the sampling fractions of their corresponding branch and the employment size in respect of each branch. In addition to the above, 34 supplementary samples from the newspapers, magazines, radio / TV stations, 53 supplementary samples from the advertising companies, agencies and other advertising services, and the corporate communication / public relations / advertising / marketing department in companies / institutions and 18 supplementary samples from production companies were provided by the Working Party on 2016 Manpower Survey of the MC Industry. All samples (45) of digital / new media sector were provided by the working party as they are not grouped distinctively under

the MC industry in the CRE. A total of 1 023 companies were required to complete a detailed questionnaire on manpower and training needs.

1.10 About two weeks before the fieldwork, a questionnaire with explanatory notes and a list of descriptions of the principal jobs in the MC industry were mailed to each of the sampled / selected companies. A copy of the survey documents is in Appendix 3. During the period of the survey, fieldwork officers of the C&SD visited the selected / sampled companies to ensure the proper collection of information. The distribution of samples by branch and by employment size (sampling plan) is shown in Appendix 17.

1.11 Employers were requested to classify their MC employees according to job descriptions based on the duties the employees performed rather than the job titles held in the organizations. Fieldwork officers of the survey were specially briefed about the nature of various jobs before they carried out the fieldwork. Questionnaires collected were checked, coded and if necessary verified with the respondents. The data collected were grossed up statistically to reflect the overall manpower situation of the MC industry.

Limitation

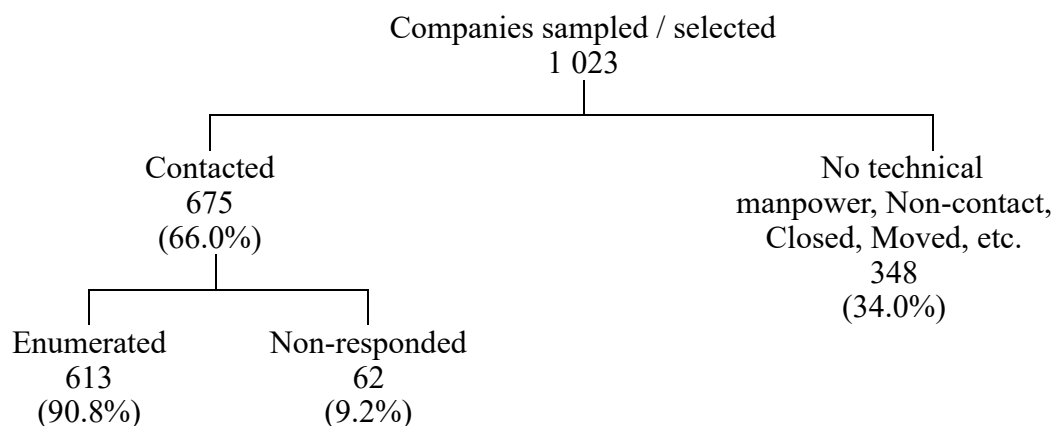
1.12 The statistics contained in this report were based on information provided by companies which were sampled in late 2015. In consideration of the time gap between sample selection and the carrying out of the survey, there could be changes in the industry not fully captured in this survey, especially the newly established companies in the digital / new media sector, rendering discrepancies between survey findings and actual scenarios at the time of survey.

Publicity

1.13 A press release about the survey for publication in Chinese and English newspapers was issued on the first day of the fieldwork. All relevant bodies were also requested to publicize the survey among their members.

Analysis of the Responses

1.14 Out of the 1 023 companies selected, 117 had no technical manpower, 112 were non-contact, and 119 had closed, moved, were untraceable or were registered offices without operations, temporarily not in operation, merged with other company, and others. Only 62 companies refused to respond. Taking into account those 613 companies (including 4 newly discovered cases) which had completed and returned the questionnaires, the effective response rate was 90.8%. The analysis of the responses of the survey is summarised as follows:



Presentation of the Survey Findings

1.15 A summary of the survey findings (including the manpower and training needs of the MC industry and their statistical analysis) is presented in Section II of the survey report, while the Training Board's recommendations are set out in Section III.

Definition of Terms

1.16 "Employees" refer to all personnel who are directly paid by the company and who are either at work or temporarily absent from work, viz sick leave, maternity leave, annual vacation, casual leave or on strike.

1.17 "MC employees" refer to all full-time / part-time personnel (including freelancers) who are engaged in principal jobs related to various job levels (such as managerial, supervisory, editorial / production / executional, and supporting / technical) of the MC industry.

1.18 "Labour force" is defined as the economically active population, comprises the employed population and the unemployed population.

1.19 "A company" is defined, for the purpose of this survey, as a business undertaking including establishments having the same first 7 digits of business registration number (i.e. under a single ownership or control) with the same nature of business (i.e. in the same branch). A company forms the basic enumeration unit in the survey.

1.20 "Participation rate" in each discipline is defined as the percentage of graduates who will enter into employment in their related field of study or training. Such information is usually obtained from employment surveys of full-time graduates conducted by educational institutions.

1.21 "Wastage rate" is defined as the percentage of MC employees leaving their current MC jobs and taking up non-MC positions, and for other reasons, out of the total number of MC employees.

1.22 "Outsourcing" is defined as a contractual agreement between a company and one or more external suppliers on the provision of services that the company is currently providing / has provided internally.

1.23 "A freelancer" is a person who pursues a profession without a long-term commitment to any one employer in the journalism sector, digital / new media sector, advertising and public relations sector and media production sector. Freelancers may be engaged on a daily, an hourly or a project basis.

1.24 "Existing vacancies" refer to those unfilled, immediately available job openings for which the company is actively trying to recruit personnel at date of survey.

Acknowledgement

1.25 The Training Board wishes to thank the Census and Statistics Department for supervising the fieldwork and processing the survey data; the University Grants Committee (UGC)-funded institutions and other tertiary institutions for providing information on planned output of graduates from UGC / Government-funded and self-financed MC programmes.

SECTION II

SUMMARY OF SURVEY FINDINGS

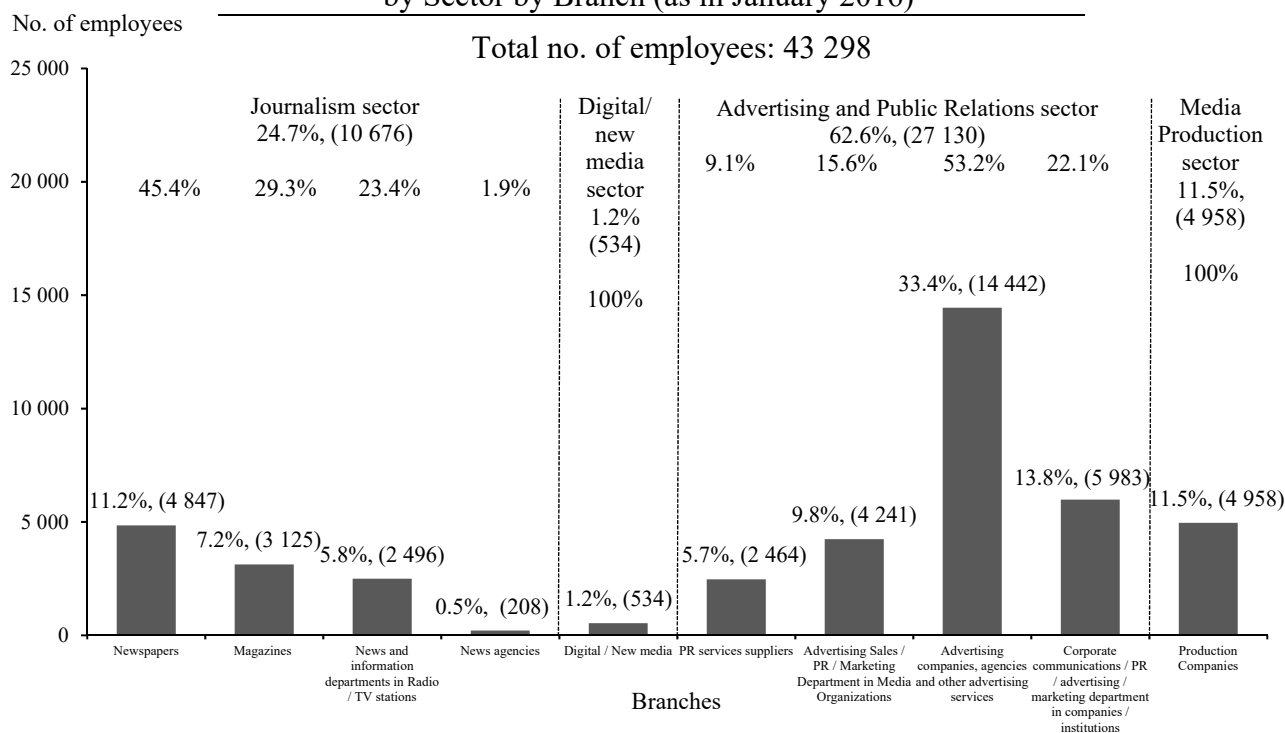
Current Manpower Status

Number of Persons Engaged

2.1 The survey revealed that in January 2016, a total of 43 298 persons (including freelancers) were employed in the principal jobs of the MC industry in Hong Kong or about 1.1% of the total labour force 3 942 200⁽¹⁾ in the first quarter (Q1) of 2016. Among the 43 298 MC employees, 24.7% (10 676) worked in the journalism sector, 1.2% (534) in digital/ new media sector, 62.7% (27 130) in the advertising and public relations sector (including advertising sales / PR / marketing department in media organizations) and 11.5% (4 958) in the media production sector.

2.2 The survey showed that advertising companies, agencies and other advertising services had 14 442 MC employees (including freelancers), accounting for 53.2% of the total MC manpower in the advertising and public relations sector, followed by newspapers (4 847 or 45.4% of the total MC manpower in the journalism sector). The distribution of MC employees by sector by branch is shown in Figures 1.

**Figure 1: Distribution of MC Employees (including Freelancers)
by Sector by Branch (as in January 2016)**



* Number of MC employees (including freelancers) is in bracket.
 Notes: (1) Source: Census and Statistics Department.
 (2) Figures in brackets may not add up to the total due to rounding.

2.3 Table 2.1 shows that advertising companies, agencies and other advertising services (3 989), which constituted about 60.0% of the total companies (6 645) in the MC industry, accounted for about 33.4% of the industry's total MC employment in 2016 (14 442/ 43 298). However, on a per company basis, they registered the smallest average employment size of 4 MC employees.

Table 2.1 Comparison of the Number of MC Employees ⁽¹⁾ and Companies Covered in the Survey by Branch
(February 2014 – January 2016)

Branch	No. of Companies Covered by the Survey (a)		No. of Employees Covered by the Survey (b)		No. of MC Employees (c)		Average No. of MC Employees Per Company (c)/(a)	MC Employees as a Percentage of All Employees (c)/(b) x 100%
	2014	2016	2014	2016	2014	2016	2016	2016
Journalism Sector ⁽³⁾								
1. Newspapers	41	41	9 271	9 074	6 148	5 990	146	66.0
2. Magazines	329	321	5 837	5 692	4 510	4 365	14	76.7
3. News and information departments in Radio / TV stations	37	38	12 087	11 607	3 502	3 512	92	30.3
4. News Agencies	20	19	370	330	311	272	14	82.4
Sub-total	427	419	27 565	26 703	14 471	14 139	34	52.9
Digital / New Media Sector ^{(3) (4)}								
5. Digital / New Media	36	41	2 214	7 887	1 284	1 312	32	16.6
Sub-total	36	41	2 214	7 887	1 284	1 312	32	16.6
Advertising and Public Relations Sector								
6. Public Relations Services Suppliers	378	451	2 738	3 007	2 264	2 464	5	81.9
7. Advertising Companies, Agencies & other Advertising Services	3 691	3 989	16 454	16 746	14 214	14 442	4	86.2
8. Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	471	493	681 231	737 047	5 306	5 983	12	0.8
Sub-total	4 540	4 933	700 423	756 800	21 784	22 889	5	3.0
Media Production Sector ⁽⁵⁾								
9. Production companies	-	1 252	-	6 100	-	4 958	-	81.3
Sub-total	0	1 252	0	6 100	0	4 958	4	81.3
Total	5 003	6 645 (32.8%)	730 202	797 490 (9.2%)	37 539	43 298 (15.3%)	7	5.4

- Notes: (1) Number of employees include MC employees and non-technical staff.
(2) Number of employees include freelancers.
(3) Include Advertising Sales / PR / Marketing Department in Media Organizations.
(4) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.
(5) Media Production Sector is newly introduced in 2016 survey.
(6) Figures may not add up to their totals due to rounding.

2.4 The number of MC employees and freelancers by sector by branch by job level is summed up in Table 2.2. More detailed analyses of the findings by branch by job title are presented in Appendix 4.

Table 2.2 Number of MC Employees and Freelancers by Sector by Branch by Job Level

Job Level \ Branch	Managerial (%)*		Supervisory (%)*		Editorial / Production / Executorial (%)*		Supporting / Technical (%)*		Total (%)*		Overall (%)#
	EM	FL	EM	FL	EM	FL	EM	FL	EM	FL	
Journalism Sector											
Newspapers	168 (3.5)	- (-)	455 (9.5)	- (-)	3 235 (67.3)	36 (90.0)	949 (19.7)	4 (10.0)	4 807 (100.0)	40 (100.0)	4 847 (45.4)
Magazines	232 (7.9)	- (-)	455 (15.6)	18 (8.7)	1 716 (58.8)	161 (78.2)	516 (17.7)	27 (13.1)	2 919 (100.0)	206 (100.0)	3 125 (29.3)
News & Information / Advertising Sales / PR Department in Radio and TV Stations	77 (3.1)	- (-)	201 (8.2)	- (-)	1 289 (52.5)	40 (97.6)	888 (36.2)	1 (2.4)	2 455 (100.0)	41 (100.0)	2 496 (23.4)
News Agencies	15 (7.7)	- (-)	25 (12.8)	2 (16.7)	150 (76.5)	10 (83.3)	6 (3.1)	- (-)	196 (100.0)	12 (100.0)	208 (1.9)
Sub-total	492 (4.7)	- (-)	1 136 (10.9)	20 (6.7)	6 390 (61.6)	247 (82.6)	2 359 (22.7)	32 (10.7)	10 377 (100.0)	299 (100.0)	10 676 (100.0)
Digital / New Media Sector ⁽¹⁾											
Digital / New Media	20 (4.0)	- (-)	89 (17.7)	16 (50.0)	363 (72.3)	16 (50.0)	30 (6.0)	- (-)	502 (100.0)	32 (100.0)	534 (100)
Sub-total	20 (4.0)	- (-)	89 (17.7)	16 (50.0)	363 (72.3)	16 (50.0)	30 (6.0)	- (-)	502 (100.0)	32 (100.0)	534 (100.0)
Advertising and Public Relations Sector											
Public Relations Services Suppliers	420 (17.9)	- (-)	689 (29.3)	1 (0.9)	1 241 (52.8)	11 (9.6)	- (-)	102 (89.5)	2 350 (100.0)	114 (100.0)	2 464 (9.1)
Advertising Sales/ PR /Marketing Department in Media Organizations	945 (22.4)	- (-)	1 269 (30.1)	- (-)	1 996 (47.5)	20 (100.0)	11 (0.3)	- (-)	4 221 (100.0)	20 (100.0)	4 241 (15.6)
Advertising Companies, Agencies & other Advertising Services	1 239 (8.9)	- (-)	3 193 (23.0)	2 (0.4)	6 507 (46.9)	376 (67.0)	2 942 (21.2)	183 (32.6)	13 881 (100.0)	561 (100.0)	14 442 (53.3)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	1 335 (22.3)	- (-)	1 512 (25.3)	4 (66.7)	3 053 (51.1)	2 (33.3)	77 (1.3)	- (-)	5 977 (100.0)	6 (100.0)	5 983 (22.1)
Sub-total	3 939 (14.9)	- (-)	6 663 (25.2)	7 (1.0)	12 797 (48.4)	409 (58.3)	3 030 (11.5)	285 (40.7)	26 429 (100.0)	701 (100.0)	27 130 (100.0)
Media Production Sector ⁽²⁾											
Production Companies	682 (21.4)	- (-)	293 (9.2)	- (-)	1 006 (31.5)	298 (16.9)	1 209 (37.9)	1 470 (83.1)	3 190 (100.0)	1 768 (100.0)	4 958 (100.0)
Sub-total	682 (21.4)	- (-)	293 (9.2)	- (-)	1 006 (31.5)	298 (16.9)	1 209 (37.9)	1 470 (83.1)	3 190 (100.0)	1 768 (100.0)	4 958 (100.0)
Total	5 133 (12.7)	- (-)	8 181 (20.2)	43 (1.5)	20 556 (50.8)	970 (34.6)	6 628 (16.4)	1 787 (63.8)	40 498 (100.0)	2 800 (100.0)	43 298

EM Number of employees as at 7.1.2016 (excluding freelancers).

FL Number of freelancers as at 7.1.2016.

* As a percentage of total number of MC employees / freelancers by branch.

As a percentage of total number of MC employees (including freelancers) by sector.

Note: (1) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(2) Media Production Sector is newly introduced in 2016 survey.

(3) Figures may not add up to their totals due to rounding.

2.5 The survey showed that the editorial / production / executional level had contributed the largest number of MC employees (including freelancers) in the journalism sector (6 637 or 62.2% of the total MC manpower in that sector), the digital/ new media sector (379 or 70.1% of the total MC manpower in that sector) and the advertising and public relations sector (13 206 or 48.7% of the total MC manpower in that sector). For media production sector, supporting/ technical level had contributed the largest number of MC employees (2 679 or 54.0% of the total MC manpower in that sector).

Advertising Sales / PR / Marketing Employees (including Freelancers) in Media Organizations

2.6 Employers reported that in January 2016, a total of 4 241 advertising sales / PR / marketing employees (or 27.5% of the existing 15 451 MC employees), including freelancers, were engaged in media organizations. As compared with the 2014 survey findings, the percentage rate of advertising sales / PR / marketing employees in media organizations has slightly increased from 26.7% to 27.5% of the respective total numbers of MC employees in media organizations in 2014 and 2016. A comparison of the number of advertising sales / PR / marketing employees (including freelancers) in media organizations by branch by job level over the two-year period is shown in Table 2.3.

Table 2.3 Comparison of the Number of Advertising Sales / PR / Marketing Employees (including Freelancers) in Media Organizations by Branch by Job Level
(February 2014 – January 2016)

Advertising Sales / PR / Marketing Employees (including Freelancers) in Media Organizations										
Branch \ Job Level	Managerial (%)*		Supervisory (%)*		Executional (%)*		Supporting / Technical (%)*		Total (%)*	
	2014	2016	2014	2016	2014	2016	2014	2016	2014	2016
	Newspapers (6 148) [^] (5 990) ⁺	231 (3.8)	262 (4.4)	267 (4.3)	316 (5.3)	539 (8.8)	561 (9.4)	- (-)	4 (0.1)	1 037 (16.9)
Magazines (4 510) [^] (4 365) ⁺	434 (9.6)	422 (9.7)	395 (8.8)	364 (8.3)	441 (9.8)	454 (10.4)	24 (0.5)	- (-)	1 294 (28.7)	1 240 (28.4)
News & Information / Advertising Sales / PR Department in Radio and TV Stations (3 502) [^] (3 512) ⁺	153 (4.4)	154 (4.4)	348 (9.9)	338 (9.6)	530 (15.1)	517 (14.7)	- (-)	7 (0.2)	1 031 (29.4)	1 016 (28.9)
News Agencies (311) [^] (272) ⁺	16 (5.1)	17 (6.3)	35 (11.3)	34 (12.5)	19 (6.1)	13 (4.8)	- (-)	- (-)	70 (22.5)	64 (23.5)
Digital / New Media (1 284) [^] (1 312) ⁺	85 (6.6)	90 (6.9)	199 (15.5)	217 (16.5)	485 (37.8)	471 (35.9)	- (-)	- (-)	769 (59.9)	778 (59.3)
Total (15 755) [^] (15 451) ⁺	919 (5.8)	945 (6.1)	1 244 (7.9)	1 269 (8.2)	2 014 (12.8)	2 016 (13.0)	24 (0.2)	11 (0.1)	4 201 (26.7)	4 241 (27.4)

[^] Total number of MC employees (includes advertising sales / PR / marketing employees) in the respective branch of the media organizations in the 2014 survey.

⁺ Total number of MC employees (includes advertising sales / PR / marketing employees) in the respective branch of the media organizations in the 2016 survey.

* As a percentage of total number of MC employees (including freelancers) by branch in the respective survey.

Note Figures may not add up to their totals due to rounding.

:

Freelancers Employed

2.7 At the time of the survey, 92 companies in the journalism and digital / new media sector ⁽¹⁾ (or 20.2% of the existing 460 companies covered by the survey in that sector) (2014 survey: 84 companies), 296 companies in the advertising and public relations sector (or 6.0% of the existing 4 933 companies covered by the survey in that sector) (2014 survey: 84 companies) and 224 companies in the media production sector (or 17.9% of the existing 1 252 companies covered by the survey in that sector) had employed freelancers to perform various MC job duties (Table 2.4). In terms of company size, companies employing fewer than 10 employees in the magazines and the advertising companies, agencies and other advertising services accounted for the major of job creation for the freelancers.

Table 2.4 Number of Companies Having Employed Freelancers to Perform Various MC Job Duties by Sector by Branch by Employment Size of Company

Branch \ Employment Size of Company	1-9	10-19	20-49	50-99	100 & Over [@]	300-499	500 & Over	Overall
Journalism Sector ⁽¹⁾								
Newspapers	1	2	1	1	2	-	-	7
Magazines	44	25	3	3	-	-	-	75
News and Information Department in Radio / TV Stations	1	1	1	1	1	-	-	5
News Agencies	-	-	1	1	-	-	-	2
Sub-total (419) ⁺	46	28	6	6	3	-	-	89
Digital / new media Sector ⁽¹⁾⁽²⁾								
Digital / New Media	1	-	1	-	1	-	-	3
Sub-total (41) ⁺	1	-	1	-	1	-	-	3
Advertising and Public Relations Sector								
Public Relations Services Suppliers	2	3	1	-	1	-	-	7
Advertising Companies, Agencies and other Advertising Services	255	26	-	2	1	-	-	284
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	-	-	-	-	-	-	5	5
Sub-total (4 933) ⁺	257	29	1	2	2	-	5	296
Media Production Sector ⁽³⁾								
Production companies	113	67	44	-	-	-	-	224
Sub-total (1 252) ⁺	113	67	44	-	-	-	-	224
Total (6 645) ⁺								612

[@] For corporate communications / PR / advertising / marketing department in companies / institutions, the employment size of company is 100-299 instead.

⁺ Number of companies covered by the survey in the respective sector.

Notes: (1) Journalism sector and digital / new media include advertising sales / public relations / marketing department in media organizations.

(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

(4) Figures may not add up to their totals due to rounding.

2.8 As regards the total number of freelancers (2 800) employed to perform various MC job duties by sector by branch by employment size of company as shown in Table 2.5, the production companies recorded the highest number of freelancers (1 768), followed by the advertising companies, agencies and other advertising services (561) and the magazines (206). Most of these freelancers in the MC industry are employed as graphic artist, photographer, editorial / leader writer, senior reporter / reporter, production assistant, and account coordinator. (2014 survey: 168 companies in the MC industry employed 558 freelancers.) The Training Board observes that there is a growing trend of hiring freelancers in the employment market, especially for production companies.

Table 2.5 Number of Freelancers Employed to Perform Various MC Job Duties by Sector by Branch by Employment Size of Company

Branch \ Employment Size of Company	1-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over@ (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*
Journalism Sector								
Newspapers (4 847) +	4 (9.1)	11 (64.7)	11 (9.8)	6 (2.4)	8 (0.2)	- (-)	- (-)	40 (0.8)
Magazines (3 125) +	82 (11.6)	90 (21.9)	12 (1.3)	22 (4.6)	- (-)	- (-)	- (-)	206 (6.6)
News and Information Department in Radio /TV Stations (2 496) +	1 (5.6)	10 (23.3)	8 (17.8)	16 (10.4)	6 (0.3)	- (-)	- (-)	41 (1.6)
News Agencies (208) +	- (-)	- (-)	10 (9.7)	2 (4.0)	- (-)	- (-)	- (-)	12 (5.8)
Sub-total (10 676) +	87 (11.1)	111 (21.8)	41 (3.6)	46 (4.9)	14 (0.2)	- (-)	- (-)	299 (2.8)
Digital / New media Sector ⁽¹⁾								
Digital / New Media (554) +	5 (22.7)	- (-)	16 (10.5)	- (-)	11 (3.4)	- (-)	- (-)	32 (6.0)
Sub-total (554) +	5 (22.7)	- (-)	16 (10.5)	- (-)	11 (3.4)	- (-)	- (-)	32 (6.0)
Advertising and Public Relations Sector								
Public Relations Services Suppliers (2 464) +	6 (0.7)	6 (1.4)	2 (0.3)	- (-)	100 (40.3)	- (-)	- (-)	114 (4.6)
Advertising Sales / PR / Marketing Department in Media Organizations (4 221) +	10 (3.8)	2 (0.8)	- (-)	- (-)	8 (0.3)	- (-)	- (-)	20 (0.5)
Advertising Companies, Agencies and other Advertising Services (14 442) +	526 (6.1)	26 (1.3)	- (-)	6 (0.6)	3 (0.3)	- (-)	- (-)	561 (3.9)
Corporate Communications /PR / Advertising / Marketing Department in Companies / Institutions (5 983) +	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	6 (0.1)	6 (0.1)
Sub-total (27 110) +	542 (5.6)	34 (1.2)	2 (0.1)	6 (0.4)	111 (2.6)	- (-)	6 (0.1)	701 (2.6)
Media Production Sector ⁽²⁾								
Production companies (4 958) +	249 (11.8)	582 (54.2)	937 (57.1)	- (-)	- (-)	- (-)	- (-)	1 768 (35.7)
Sub-total (4 958) +	249 (11.8)	582 (54.2)	937 (57.1)	- (-)	- (-)	- (-)	- (-)	1 768 (35.7)
Total (43 298) +								2 800 (6.5)

@ For corporate communications / PR / advertising / marketing department in companies / institutions, the employment size of company is 100-299 instead.

+ Number of MC employees (including freelancers) covered by the survey in the respective branch.

* As a percentage of total number of MC employees by sector by branch by employment size of company.

Notes: (1) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(2) Media Production Sector is newly introduced in 2016 survey.

(3) Figures may not add up to their totals due to rounding.

Staff Turnover

MC Employees Leaving in the Past 12 Months

2.9 MC employees leaving of the company are initiated by changed employment / transferred out, retirement, dismissal / retrenchment and voluntary wastage. As shown in Table 2.6a and 2.6b, employers reported that 3 629 MC employees (or 8.3% of the existing 43 934 MC posts) in the journalism sector ⁽¹⁾, digital / new media sector, advertising & public relations sector and media production sector had left the companies in the past 12 months. (2014 survey: 2 946 MC employees or 7.7% of the 38 167 MC posts had left the companies.) Figures 2 and 3 show the numbers of MC employees left in the past 12 months by branch in the respective sectors. Number of MC employees leaving in the past 12 months by branch by job level is shown in Appendix 5.

Table 2.6a MC Employees Leaving in the Past 12 Months by Sector by Job Level by Employment Size of Company

Employment Size of Company \ Job Level	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over@ (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*
Journalism Sector ⁽¹⁾									
Managerial	11 (10.7)	1 (1.2)	15 (14.4)	12 (6.6)	8 (6.5)	51 (6.7)	- (-)	- (-)	98 (7.3)
Supervisory	2 (3.2)	14 (12.5)	5 (4.3)	17 (5)	7 (2.7)	86 (6.4)	- (-)	- (-)	131 (5.9)
Editorial / Production	40 (21.2)	51 (13.5)	99 (19.9)	62 (8)	53 (8)	457 (7.9)	- (-)	- (-)	762 (9.2)
Supporting / Technical	6 (27.3)	18 (19.6)	12 (17.6)	19 (7.3)	13 (8.5)	114 (6.2)	- (-)	- (-)	182 (7.4)
Sub-total (14 360) +	59 (15.6)	84 (12.6)	131 (16.7)	110 (7.1)	81 (6.8)	708 (7.2)	- (-)	- (-)	1 173 (8.2)
Digital / New Media Sector ^{(1) (2)}									
Managerial	- (-)	- (-)	- (-)	1 (2.9)	- (-)	- (-)	- (-)	- (-)	1 (0.9)
Supervisory	- (-)	- (-)	1 (33.3)	1 (1.2)	- (-)	16 (7.2)	- (-)	- (-)	18 (5.6)
Editorial / Production	- (-)	1 (3.7)	2 (50)	25 (10.3)	2 (2.7)	44 (8.1)	- (-)	- (-)	74 (8.2)
Supporting / Technical	1 (-)	- (-)	- (-)	- (-)	- (-)	1 (4.5)	- (-)	- (-)	2 (6.7)
Sub-total (1 363) +	1 (9.1)	1 (2.6)	3 (37.5)	27 (7.4)	2 (2.2)	61 (7.2)	- (-)	- (-)	95 (7.0)

@ For advertising and public relations sector, the employment size of company is 100-299 instead.

* As a percentage of total number of MC posts by sector by job level by employment size of company.

+ Total number of MC posts.

Notes: (1) Journalism sector and Digital / New Media sector include advertising sales/public relations/marketing department in media organizations.

(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

(4) Number of MC Employees include freelancers.

(5) Figures may not add up to their totals due to rounding.

Employment Size of Company \ Job Level	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over@ (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*
Advertising and Public Relations Sector									
Managerial	- (-)	- (-)	5 (2)	16 (4.3)	23 (11.7)	16 (9)	55 (17.4)	117 (11.2)	232 (7.6)
Supervisory	2 (0.1)	42 (6.6)	14 (2.1)	36 (5.6)	31 (11.1)	42 (16.7)	75 (18.6)	130 (11.4)	372 (6.8)
Executional	101 (2.5)	190 (24.6)	198 (16)	212 (24.2)	102 (14.8)	25 (3.4)	68 (7.9)	340 (15.4)	1 236 (10.9)
Supporting / Technical	17 (1.3)	53 (8.6)	129 (28.5)	33 (7.3)	4 (3.3)	1 (0.3)	- (-)	5 (9.8)	242 (7.2)
Sub-total (23 235) +	120 (1.7)	285 (11.8)	346 (13.2)	297 (12.7)	160 (12.4)	84 (5.7)	198 (12.3)	592 (13.3)	2 082 (9)
Media Production Sector ⁽³⁾									
Managerial	- (-)	2 (2.9)	- (-)	1 (1.1)	- (-)	- (-)	- (-)	- (-)	3 (0.4)
Supervisory	33 (23.6)	- (-)	7 (29.2)	1 (1.1)	- (-)	- (-)	- (-)	- (-)	41 (13.7)
Executional	- (-)	2 (2.3)	41 (25.3)	8 (2.8)	- (-)	2 (6.3)	- (-)	- (-)	53 (4.0)
Supporting / Technical	28 (10.9)	93 (20.5)	48 (6.8)	9 (0.8)	- (-)	4 (13.3)	- (-)	- (-)	182 (6.8)
Sub-total (4 976) +	61 (4.2)	97 (14.9)	96 (8.8)	19 (1.2)	- (-)	6 (9.1)	- (-)	- (-)	279 (5.6)
Total (43 934) +	241 (2.7)	467 (12.4)	576 (12.8)	453 (7.7)	243 (9.2)	859 (7.1)	198 (12.3)	592 (13.3)	3 629 (8.3)
% of Total No. of MC Employees Leaving in the Past 12 Months	6.6	12.9	15.9	12.5	6.7	23.7	5.5	16.3	100

@ For advertising and public relations sector, the employment size of company is 100-299 instead.

* As a percentage of total number of MC posts by sector by job level by employment size of company.

+ Total number of MC posts.

- Notes: (1) Journalism sector and Digital / New Media sector include advertising sales/public relations/marketing department in media organizations.
(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.
(3) Media Production Sector is newly introduced in 2016 survey.
(4) Number of MC Employees include freelancers.
(5) Figures may not add up to their totals due to rounding.

Table 2.6b MC Employees Leaving in the Past 12 Months by Sector by Branch by Employment Size of Company

Employment Size of Company \ Branch	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over@ (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*
Journalism Sector ⁽¹⁾									
Newspapers (6 068) +	1 (5.0)	10 (25.0)	- (-)	6 (5.0)	34 (10.0)	544 (9.8)	- (-)	- (-)	595 (9.8)
Magazines (4 458) +	19 (5.7)	72 (12.1)	90 (13.7)	44 (3.6)	41 (6.5)	6 (0.6)	- (-)	- (-)	272 (6.1)
News and Information Department in Radio / TV Stations (3 550)+	37 (336.4)	2 (15.4)	36 (61.0)	56 (67.5)	4 (2.3)	158 (4.9)	- (-)	- (-)	293 (8.3)
News Agencies (284) +	2 (16.7)	- (-)	5 (10.4)	4 (2.7)	2 (3.6)	- (-)	- (-)	- (-)	13 (4.6)
Sub-total (14 360) +	59 (15.6)	84 (12.6)	131 (16.7)	110 (7.1)	81 (6.8)	708 (7.2)	- (-)	- (-)	1 173 (8.2)
Digital / New Media Sector ⁽¹⁾⁽²⁾									
Digital / New Media (1 363) +	1 (9.1)	1 (2.6)	3 (37.5)	27 (7.4)	2 (2.2)	61 (7.2)	- (-)	- (-)	95 (7.0)
Sub-total (1 363) +	1 (9.1)	1 (2.6)	3 (37.5)	27 (7.4)	2 (2.2)	61 (7.2)	- (-)	- (-)	95 (7.0)
Advertising and Public Relations Sector									
Public Relations Services Suppliers (2 503) +	50 (10.7)	46 (12.0)	50 (11.5)	131 (21.0)	59 (17.2)	10 (4.0)	- (-)	- (-)	346 (13.8)
Advertising Companies, Agencies & other Advertising Services (14 624) +	70 (1.1)	239 (11.8)	296 (13.6)	166 (9.7)	101 (10.7)	71 (6.0)	- (-)	- (-)	943 (6.4)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (6 108) +	- (-)	- (-)	- (-)	- (-)	- (-)	3 (8.1)	198 (12.3)	592 (13.3)	793 (13.0)
Sub-total (23 235) +	120 (1.7)	285 (11.8)	346 (13.2)	297 (12.7)	160 (12.4)	84 (5.7)	198 (12.3)	592 (13.3)	2 082 (9)
Media Production Sector ⁽³⁾									
Production Companies (4 976) +	61 (4.2)	97 (14.9)	96 (8.8)	19 (1.2)	- (-)	6 (9.1)	- (-)	- (-)	279 (5.6)
Sub-total (4 976) +	61 (4.2)	97 (14.9)	96 (8.8)	19 (1.2)	- (-)	6 (9.1)	- (-)	- (-)	279 (5.6)
Total (43 934) +	241 (2.7)	467 (12.4)	576 (12.8)	453 (7.7)	243 (9.2)	859 (7.1)	198 (12.3)	592 (13.3)	3 629 (8.3)
% of Total No. of MC Employees Leaving in the Past 12 Months	6.6	12.9	15.9	12.5	6.7	23.7	5.5	16.3	100

@ For advertising and public relations sector, the employment size of company is 100-299 instead.

* As a percentage of total number of MC posts by sector by branch by employment size of company.

+ Total number of MC posts.

Notes: (1) Journalism sector and Digital / New Media sector include advertising sales / public relations / marketing department in media organizations.

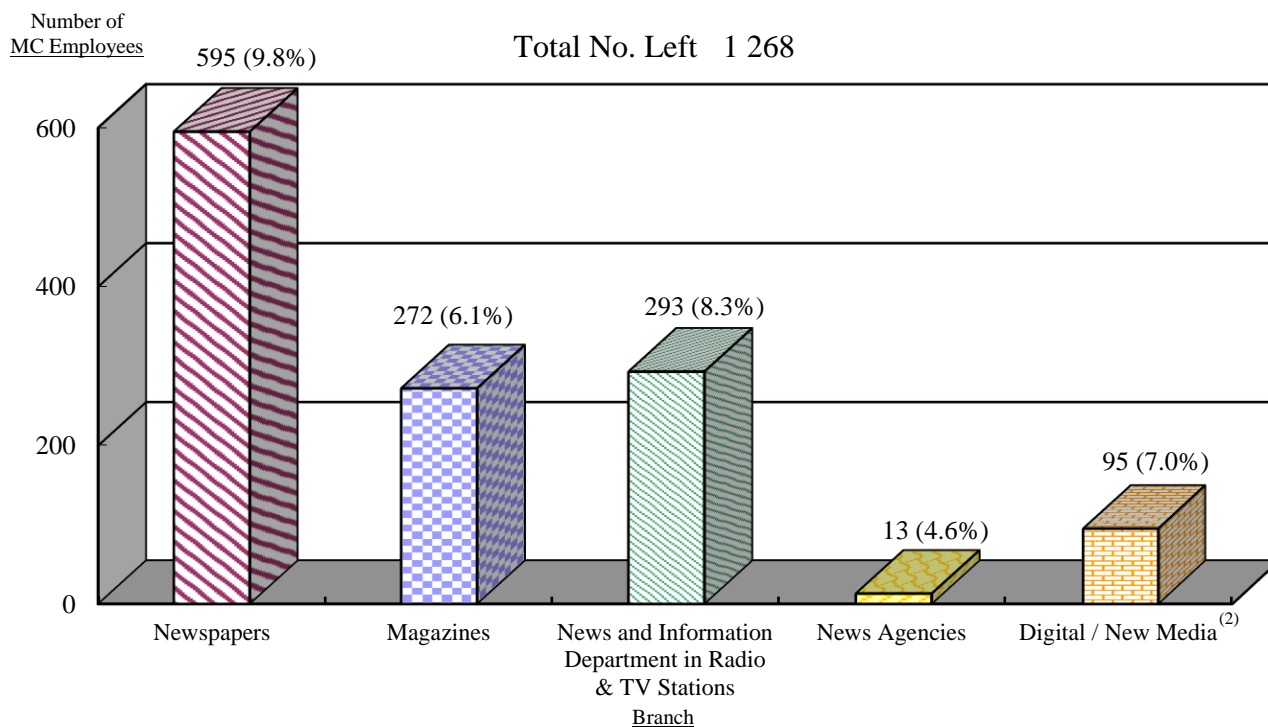
(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

(4) Number of MC Employees include freelancers.

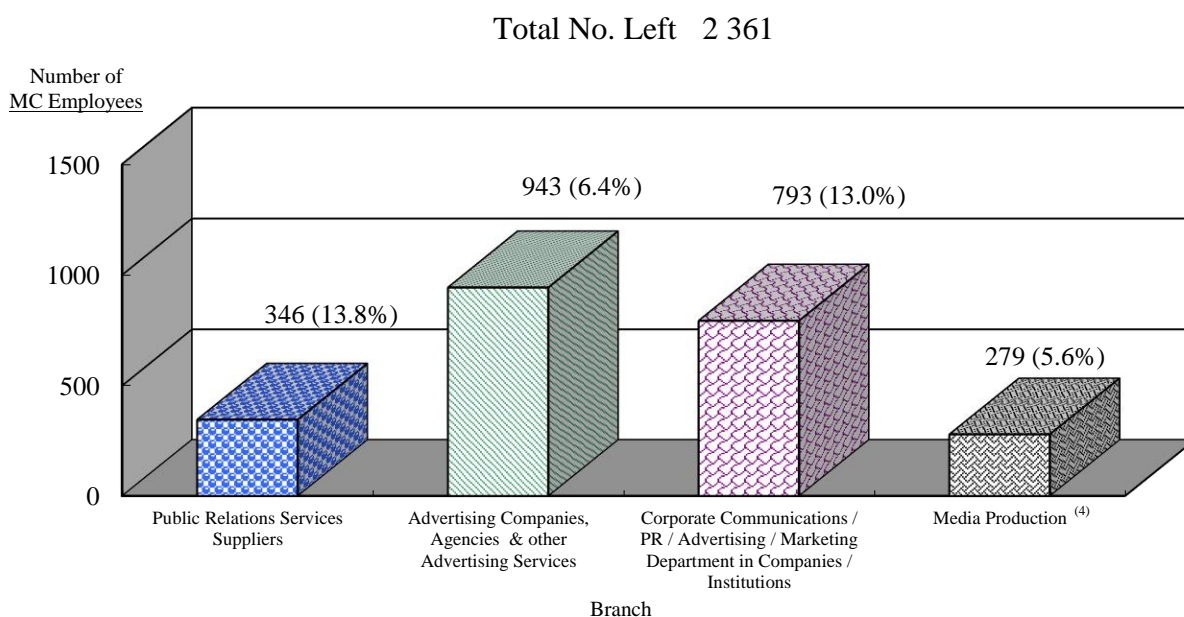
(5) Figures may not add up to their totals due to rounding.

Figure 2 Number of MC Employees Leaving in the Past 12 Months in the Journalism Sector ⁽¹⁾ and Digital/ New Media Sector ^{(1) (2)} by Branch



- * As a percentage of total number of MC posts by sector by branch.
- Notes: (1) Journalism and Digital/ New media sector includes advertising sales / public relations / marketing department in media organizations.
 (2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.
 (3) Number of MC employees (including freelancers).

Figure 3 Number of MC Employees Leaving in the Past 12 Months in the Advertising and Public Relations Sector and Media Production Sector ⁽⁴⁾ by Branch

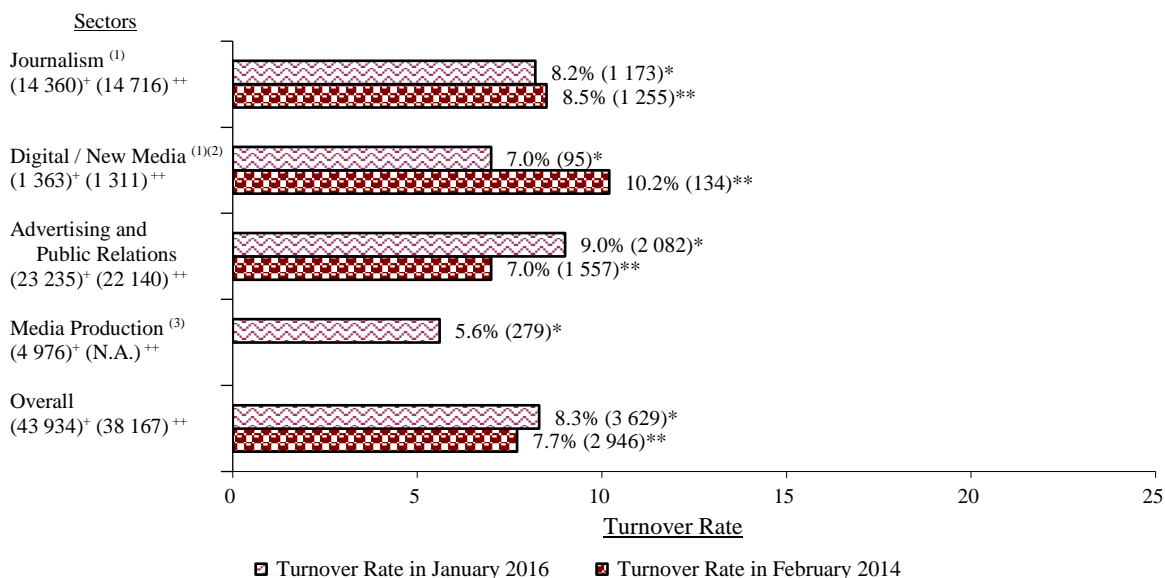


- * As a percentage of total number of MC posts by sector by branch.
- Notes: (4) Media Production Sector is newly introduced in 2016 survey.

Staff Turnover Rate

2.10 The Training Board observes that the turnover rate as a percentage of number of MC posts in the industry has increased from 7.7% (2 946) in February 2014 to 8.3% (3 629) in January 2016. The Training Board considers that the turnover rates of the MC industry over the two-year period remained stable due to buoyant economy in Hong Kong. A comparison of the turnover rates of the MC industry by sector over the two-year period is shown in Figure 4.

Figure 4 Comparison of the Turnover Rates by Sector
(February 2014 – January 2016)



* Number of MC employees leaving the companies in January 2016.

** Number of MC employees leaving the companies in February 2014.

+ Total number of MC posts in January 2016 by sector.

++ Total number of MC posts in February 2014 by sector, media production sector is not included in 2014 survey.

Notes: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.

(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

(4) Figures may not add up to their totals due to rounding.

2.11 The Training Board observes that the Public Relations Services Suppliers recorded the highest turnover rate (13.8%), followed by the Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (13.0%) (Figures 2 and 3). In terms of job level, the highest turnover rate was among the editorial / production staff (9.2% and 8.2%) in the journalism sector and digital / new media sector, the executional staff (10.9%) in the advertising and public relations sector and the supervisory staff (13.7%) in the media production sector (Table 2.6a). It is also observed that editors and reporters in the media organizations, and account executives, designers and graphic artists in the advertising companies / agencies recorded a high turnover rate during the past 12 months.

2.12 The Training Board considers that the MC employees continue to be cautious in changing jobs especially for the journalism and digital / media sector as global economic uncertainty will affect Asia Pacific as a growth market. In general, they only moved for a perceived more stable environment, job satisfaction and a higher salary.

Sources of Recruitment of MC Employees in the Past 12 Months

2.13 The survey reveals that 3 013 employees (or 6.9% of the existing 43 934 MC posts) were recruited in 2015/16, including 2 602 (5.9%) experienced employees recruited in the MC industry and 411 (0.9%) non-experienced employees (2014 survey: 3 130 MC employees or 8.2% of the 38 167 MC posts). In terms of job level (Figure 5), managerial level recruited 248 MC employees, supervisory level 433, editorial / production / executional level 1 728, and support / technical level 604. A summary of the sources of recruitment of MC employees in the past 12 months by sector by branch is given in Table 2.7a and 2.7b.

Table 2.7a Sources of Recruitment of MC Employees in the Past 12 Months by Sector by Branch

Branch	Sources of Recruitment		
	Experienced Employees Recruited in this Industry (%)*	Non-experienced Employees Recruited in this Industry (%)*	Total Recruitment (%)*
Journalism Sector ^{(1) (2)}			
1. Newspapers (6 068) ⁺	472 (7.8)	13 (0.2)	485 (8.0)
2. Magazines (4 458) ⁺	182 (4.1)	15 (0.3)	197 (4.4)
3. News and Information Department in Radio / TV Stations (3 550) ⁺	172 (4.8)	104 (2.9)	276 (7.8)
4. News Agencies (284) ⁺	14 (4.9)	2 (0.7)	16 (5.6)
Sub-total (14 360)⁺	840 (5.8)	134 (0.9)	974 (6.8)
Digital / New Media Sector ^{(1) (2)}			
5. Digital / New Media (1 363) ⁺	97 (7.1)	2 (0.1)	99 (7.3)
Sub-total (1 363)⁺	97 (7.1)	2 (0.1)	99 (7.3)
Advertising and Public Relations Sector			
6. Public Relations Services Suppliers (2 503) ⁺	233 (9.3)	28 (1.1)	261 (10.4)
7. Advertising Companies, Agencies and other Advertising Services (14 624) ⁺	626 (4.3)	126 (0.9)	752 (5.1)
8. Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (6 108) ⁺	643 (10.5)	52 (0.9)	695 (11.4)
Sub-total (23 235)⁺	1 502 (6.5)	206 (0.9)	1 708 (7.4)
Media Production Sector ⁽³⁾			
9. Production companies (4 976) ⁺	163 (3.3)	69 (1.4)	232 (4.7)
Sub-total (4 976)⁺	163 (3.3)	69 (1.4)	232 (4.7)
Total (43 934)⁺	2 602 (5.9)	411 (0.9)	3 013 (6.9)

* As a percentage of total number of MC posts by sector by branch.

+ Total number of MC posts by sector by branch.

Notes: (1) Journalism sector and Digital / New Media sector include advertising sales / public relations / marketing department in media organizations.

(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

(4) Figures may not add up to their totals due to rounding.

Table 2.7b Sources of Recruitment of MC Employees
in the Past 12 Months by Sector by Job Level

Job Level	Sources of Recruitment		
	Experienced Employees Recruited in this Industry (%)*	Non-experienced Employees Recruited in this Industry (%)*	Total Recruitment (%)*
Journalism Sector ⁽¹⁾			
1. Managerial (1 351) ⁺	35 (2.6)	5 (0.4)	40 (3)
2. Supervisory (2 237) ⁺	73 (3.3)	1 (0.0)	74 (3.3)
3. Editorial / Production (8 324) ⁺	573 (6.9)	94 (1.1)	667 (8)
4. Supporting / Technical (2 448) ⁺	159 (6.5)	34 (1.4)	193 (7.9)
Sub-total (14 360)⁺	840 (5.8)	134 (0.9)	974 (6.8)
Digital / New Media Sector ^{(1) (2)}			
5. Managerial (110) ⁺	4 (3.6)	0 (0)	4 (3.6)
6. Supervisory (322) ⁺	18 (5.6)	0 (0)	18 (5.6)
7. Editorial / Production (901) ⁺	73 (8.1)	1 (0.1)	74 (8.2)
8. Supporting / Technical (30) ⁺	2 (6.7)	1 (3.3)	3 (10)
Sub-total (1 363)⁺	97 (7.1)	2 (0.1)	99 (7.3)
Advertising and Public Relations Sector			
9. Managerial (3 036) ⁺	160 (5.3)	43 (1.4)	203 (6.7)
10. Supervisory (5 473) ⁺	339 (6.2)	0 (0)	339 (6.2)
11. Executional (11 351) ⁺	797 (7)	144 (1.3)	941 (8.3)
12. Supporting / Technical (3 375) ⁺	206 (6.1)	19 (0.6)	225 (6.7)
Sub-total (23 235)⁺	1 502 (6.5)	206 (0.9)	1 708 (7.4)
Media Production Sector ⁽³⁾			
13. Managerial (682) ⁺	1 (0.1)	0 (0)	1 (0.1)
14. Supervisory (300) ⁺	1 (0.3)	1 (0.3)	2 (0.7)
15. Editorial / Production (1 315) ⁺	38 (2.9)	8 (0.6)	46 (3.5)
16. Supporting / Technical (2 679) ⁺	123 (4.6)	60 (2.2)	183 (6.8)
Sub-total (4 976)⁺	163 (3.3)	69 (1.4)	232 (4.7)
Total (43 934)⁺	2 602 (5.9)	411 (0.9)	3 013 (6.9)

* As a percentage of total number of MC posts by sector by branch.

+ Total number of MC posts by sector by branch.

Notes: (1) Journalism sector and Digital / New Media sector include advertising sales / public relations / marketing department in media organizations.

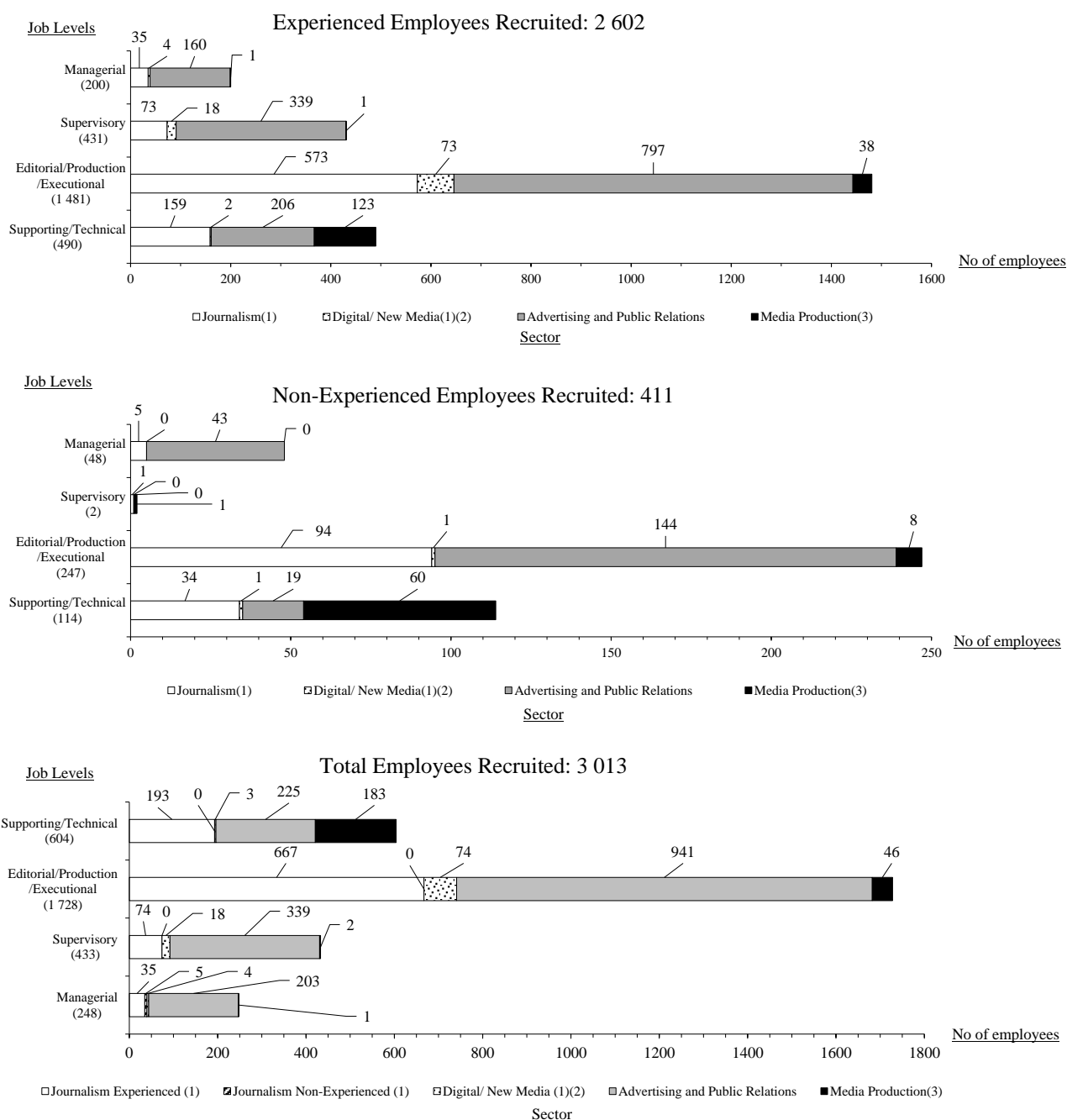
(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

(4) Figures may not add up to their totals due to rounding.

2.14 The Training Board observes that, in the present survey, the recruitment of experienced employees and non-experienced ones is in a ratio of 6 to 1 in the journalism sector (2014 survey: a ratio of 3 to 1), 7 to 1 in the advertising and public relations sector (2014 survey: a ratio of 6 to 1) and a ratio of 2 to 1 in the media production sector. It appears that employers in the journalism sector tend to recruit an appropriate ratio of experienced employees to non-experienced ones (including fresh graduates from MC-related disciplines) to fill vacancies over the two-year period. The ratio of experienced staff is even higher (at 48 to 1) in the digital/ new media sector. A comparison of the sources of recruitment of MC employees by sector by job level is shown in Figure 5.

Figure 5 Comparison of the Sources of Recruitment of MC Employees by Sector by Job Level



- Notes: (1) Journalism sector and Digital / New Media sector include advertising sales / public relations / marketing department in media organizations.
 (2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.
 (3) Media Production Sector is newly introduced in 2016 survey.

Internal Promotion in the Past 12 Months

2.15 The survey reveals that 566 MC employees or 1.3% of the existing 43 934 MC posts (2014 survey: 429 MC employees or 1.1% of the 38 167 MC posts) were promoted from within the companies in respect of new or existing posts during the past 12 months. A summary of the internal promotion pattern by sector by branch is given in Table 2.8.

Table 2.8 Internal Promotion of MC Employees #
in the Past 12 Months by Sector by Branch

Branch	Internal Promotion	Number of Internal Promotion				Total No. of Promotion (%)*
		From Supervisory to Managerial	From Editorial / Production / Executional to Supervisory	From Supporting / Technical to Editorial / Production / Executional	From Other Posts to Supporting / Technical	
Journalism Sector ⁽¹⁾						
Newspapers (6 068) ⁺		-	3	5	-	8 (0.1)
Magazines (4 458) ⁺		2	1	4	-	7 (0.2)
News and Information Department in Radio / TV Stations (3 550) ⁺		2	12	2	-	16 (0.5)
News Agencies (284) ⁺		-	2	-	-	2 (0.7)
Sub-total (14 360)⁺		4	18	11	-	33 (0.2)
Digital / New Media Sector ⁽¹⁾⁽²⁾						
Digital / New Media (1 363) ⁺		-	16	2	-	18 (1.3)
Sub-total (1 363)⁺		-	16	2	-	18 (1.3)
Advertising and Public Relations Sector						
Public Relations Services Suppliers (2 503) ⁺		6	19	13	-	38 (1.5)
Advertising Companies, Agencies and other Advertising Services (14 624) ⁺		-	100	10	1	111 (0.8)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (6 108) ⁺		128	150	87	-	365 (6.0)
Sub-total (23 235)⁺		134	269	110	1	514 (2.2)
Media Production Sector ⁽³⁾						
Production companies (4 976) ⁺		-	-	1	-	1 (>0.1)
Sub-total (4 976)⁺		-	-	1	-	1 (>0.1)
Total (43 934)⁺		138	303	124	1	566 (1.3)

No. of MC employees include freelancers.

* As a percentage of total number of MC posts by branch.

+ Total number of MC posts by branch.

Notes: (1) Journalism sector and Digital / New Media sector include advertising sales / public relations / marketing department in media organizations.

(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

(4) Figures may not add up to their totals due to rounding.

2.16 The survey also reveals that 138 positions (2.7% of number of MC posts at the job level) in managerial, 303 (3.6%) in supervisory, 124 (0.6%) in editorial / production / executional, and 1(0.01%) in supporting / technical are filled by internal promotion in respect of new or existing posts. The Training Board observes that employers in the MC industry were willing to give reasonable promotion opportunities to their MC employees for retaining their existing talents. The Training Board encourages the practice of internal promotion and suggests that employers should provide more training to their MC employees to prepare them for career progression and lifelong learning.

Existing Vacancies

Number of Job Vacancies

2.17 At the time of the survey, employers reported 150 job vacancies (or 1.4% of the existing 10 826 MC posts) in the journalism sector, 19 job vacancies (or 3.4% of the existing 553 MC posts) in the Digital / new media sector, 449 job vacancies (or 1.6% of the existing 27 579 MC posts) in the Advertising and Public Relations sector and 18 job vacancies (or 0.4% of the existing 4 976 MC posts) in the Media Production sector. In the journalism sector and Digital new media sector, the Magazines recorded the highest number of 58 job vacancies, followed by the newspapers with 52 job vacancies. In the advertising and public relations sector, the advertising companies, agencies and other advertising services recorded the highest number of 182 job vacancies, followed by the corporate communications / PR / advertising / marketing department in companies / institutions with 125 job vacancies. The number of job vacancies by sector by branch by job level is shown in Table 2.9. More detailed analyses of the findings by branch by job code / title are presented in Appendix 4.

Table 2.9 Number of Job Vacancies by Sector by Branch by Job level

Branch \ Job Level	Managerial (%)*	Supervisory (%)*	Editorial / Production / Executional (%)*	Supporting / Technical (%)*	Total (%)#
Journalism Sector					
Newspapers (4 899) ⁺	- (-)	6 (1.3)	45 (1.4)	1 (0.1)	52 (1.1)
Magazines (3 183) ⁺	- (-)	11 (2.3)	26 (1.4)	21 (3.7)	58 (1.8)
News and Information Department in Radio / TV Stations (2 524) ⁺	- (-)	- (-)	5 (0.4)	23 (2.5)	28 (1.1)
News Agencies (220) ⁺	- (-)	- (-)	11 (6.4)	1 (14.3)	12 (5.5)
Sub-total (10 826)⁺	- (-)	17 (1.4)	87 (1.3)	46 (1.9)	150 (1.4)
Digital / new media Sector ⁽¹⁾					
Digital / New Media (553) ⁺	- (-)	- (-)	19 (4.8)	- (-)	19 (3.4)
Sub-total (553)⁺	- (-)	- (-)	19 (4.8)	- (-)	19 (3.4)

Branch \ Job Level	Managerial (%)*	Supervisory (%)*	Editorial / Production / Executional (%)*	Supporting / Technical (%)*	Total (%)#
Advertising and Public Relations Sector					
Public Relations Services Suppliers (2 503) +	5 (1.2)	10 (1.4)	24 (1.9)	- (-)	39 (1.6)
Advertising Sales / PR / Marketing Department in Media Organizations (4 344) +	4 (0.4)	12 (1)	87 (4.1)	- (-)	103 (2.4)
Advertising Companies, Agencies & other Advertising Services (14 624) +	1 (0.1)	24 (0.7)	86 (1.2)	71 (2.2)	182 (1.2)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (6 108) +	36 (2.6)	38 (2.4)	51 (1.6)	- (-)	125 (2)
Sub-total (27 579) +	46 (1.2)	84 (1.2)	248 (1.8)	71 (2.2)	449 (1.6)
Media Production Sector (2)					
Production companies (4 976) +	- (-)	7 (2.3)	11 (0.8)	- (-)	18 (0.4)
Sub-total (4 976) +	- (-)	7 (2.3)	11 (0.8)	- (-)	18 (0.4)
Total (43 934) +	46 (0.9)	108 (1.3)	365 (1.7)	117 (1.4)	636 (1.4)

* As a percentage of total number of MC posts by branch by job level.

As a percentage of total number of MC posts by branch.

+ Total number of MC posts by branch.

Note: (1) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

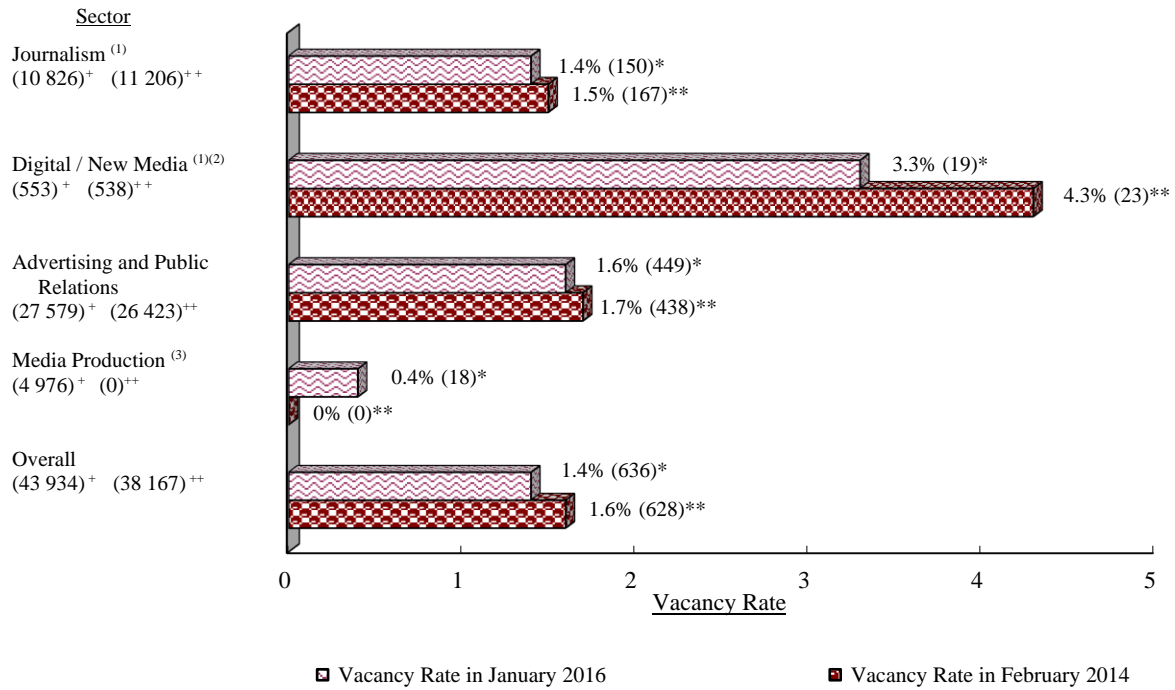
(2) Media Production Sector is newly introduced in 2016 survey.

(3) Figures may not add up to their totals due to rounding.

Vacancy Rates

2.18 While companies remain cautious about the overall economy, all branches in the MC industry still view Hong Kong as a key component of their growth strategy and have continued to fill up the existing vacancies to enhance their competitiveness in the global market. As compared with the 2014 survey findings, the vacancy rate as a percentage of total number of MC posts in the journalism sector (excluding digital/ new media in 2016 survey) has slightly decreased from 1.5% (167) to 1.4% (150) and slightly increased in the advertising and public relations sector ⁽¹⁾ from 1.7% (438) to 1.6% (449). The vacancy rate of digital/ new media sector has slightly decreased from 4.3% (23) to 3.3% (19). (The total number of MC posts being the sum of total MC employees (including freelancers) and total MC vacancies.) In terms of job title, the high vacancies were observed in the account executive, senior reporter / reporter, digital designer / designer and graphic artist of the MC industry. A comparison of the vacancy rates by sector over the two-year period is shown in Figure 6. The distribution of job vacancies by sector from December 2003 to January 2016 is shown in Figure 7.

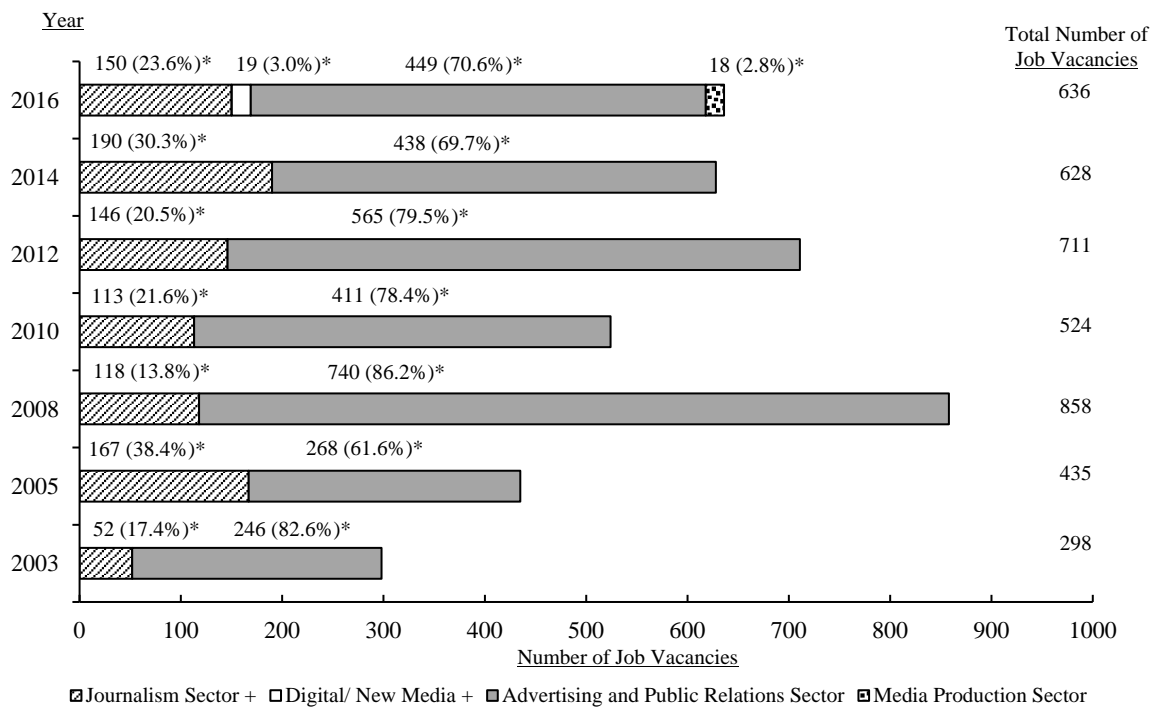
**Figure 6 Comparison of the Vacancy Rates by Sector
(February 2014 – January 2016)**



* Number of MC vacancies in January 2016 by sector. ** Number of MC vacancies in February 2014 by sector.
 + Total number of MC posts in January 2016 by sector. ++ Total number of MC posts in February 2014 by sector.

Notes: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.
 (2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.
 (3) Media Production Sector is newly introduced in 2016 survey.
 (4) Figures may not add up to their totals due to rounding.

**Figure 7 Distribution of Job Vacancies by Sector
(December 2003 - January 2016)**



* As a percentage of total number of job vacancies in the respective survey.
 + Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

Overall Labour Market Situation in the MC Industry

MC Manpower, Vacancy and Forecast Growth

2.19 It was found that in January 2016, the number of MC employees (including freelancers) engaged in the journalism sector and digital/ news media were 10 676 and 534, in advertising and public relations sector and media production sector were 27 130 and 4 958 respectively. In January 2017, employers in general anticipate status quo of 2016 level for their manpower situation, while a small number of companies anticipate contraction. The MC employment rate will have an insignificant decrease with the forecast number of MC posts drop by -0.01% to 43 929. The findings on MC manpower, vacancy and employers' forecast growth by sector by job level are summarized in Table 2.10. The percentage share of MC employees in the labour force between December 2005 and January 2016 is shown in Figure 8.

Table 2.10 MC Manpower, Vacancy and Forecast Growth by Sector by Job Level

Job Level	No. of MC Employees (Exclude Freelancers) in January 2016	No. of Freelancers in January 2016	No. of Vacancies in January 2016	Manpower Demand ⁽¹⁾ in January 2016	January 2017 Employers' Forecast Manpower Growth (%)*	January 2017 Employers' Forecast No. of MC Posts
Journalism Sector						
Managerial	492	-	-	492	- (-)	492
Supervisory	1 136	20	17	1 173	1 (0.09)	1 174
Editorial / Production	6 390	247	87	6 724	-1 (-0.01)	6 723
Supporting / Technical	2 359	32	46	2 437	-1 (-0.04)	2 436
Sub-total	10 377	299	150	10 826	- 1 (-0.01)	10 825
Digital / New Media Sector ⁽²⁾						
Managerial	20	-	-	20	- (-)	20
Supervisory	89	16	-	105	- (-)	105
Editorial / Production	363	16	19	398	- (-)	398
Supporting / Technical	30	-	-	30	- (-)	30
Sub-total	502	32	19	553	- (-)	553

Job Level	No. of MC Employees (Exclude Freelancers) in January 2016	No. of Freelancers in January 2016	No. of Vacancies in January 2016	Manpower Demand ⁽¹⁾ in January 2016	January 2017 Employers' Forecast Manpower Growth (%)*	January 2017 Employers' Forecast No. of MC Posts
Advertising and Public Relations Sector						
Managerial	3 939	-	46	3 985	-15 (-0.38)	3 970
Supervisory	6 663	7	84	6 754	63 (0.93)	6 817
Executional	12 797	409	248	13 454	10 (0.07)	13 464
Supporting / Technical	3 030	285	71	3 386	-51 (-1.51)	3 335
Sub-total	26 429	701	449	27 579	7 (0.03)	27 586
Media Production Sector ⁽³⁾						
Managerial	682	-	-	682	-5 (-0.73)	677
Supervisory	293	-	7	300	- (-)	300
Executional	1 006	298	11	1 315	- (-)	1 315
Supporting / Technical	1 209	1 470	-	2 679	-6 (-0.22)	2 673
Sub-total	3 190	1 768	18	4 976	- 11 (-0.22)	4 965
Total	40 498	2 800	636	43 934	- 5 (-0.01)	43 929

* As a percentage of total number of MC posts at the same job level by sector in January 2016.

+ Advertising and public relations sector includes advertising sales / public relations / marketing department in media organizations.

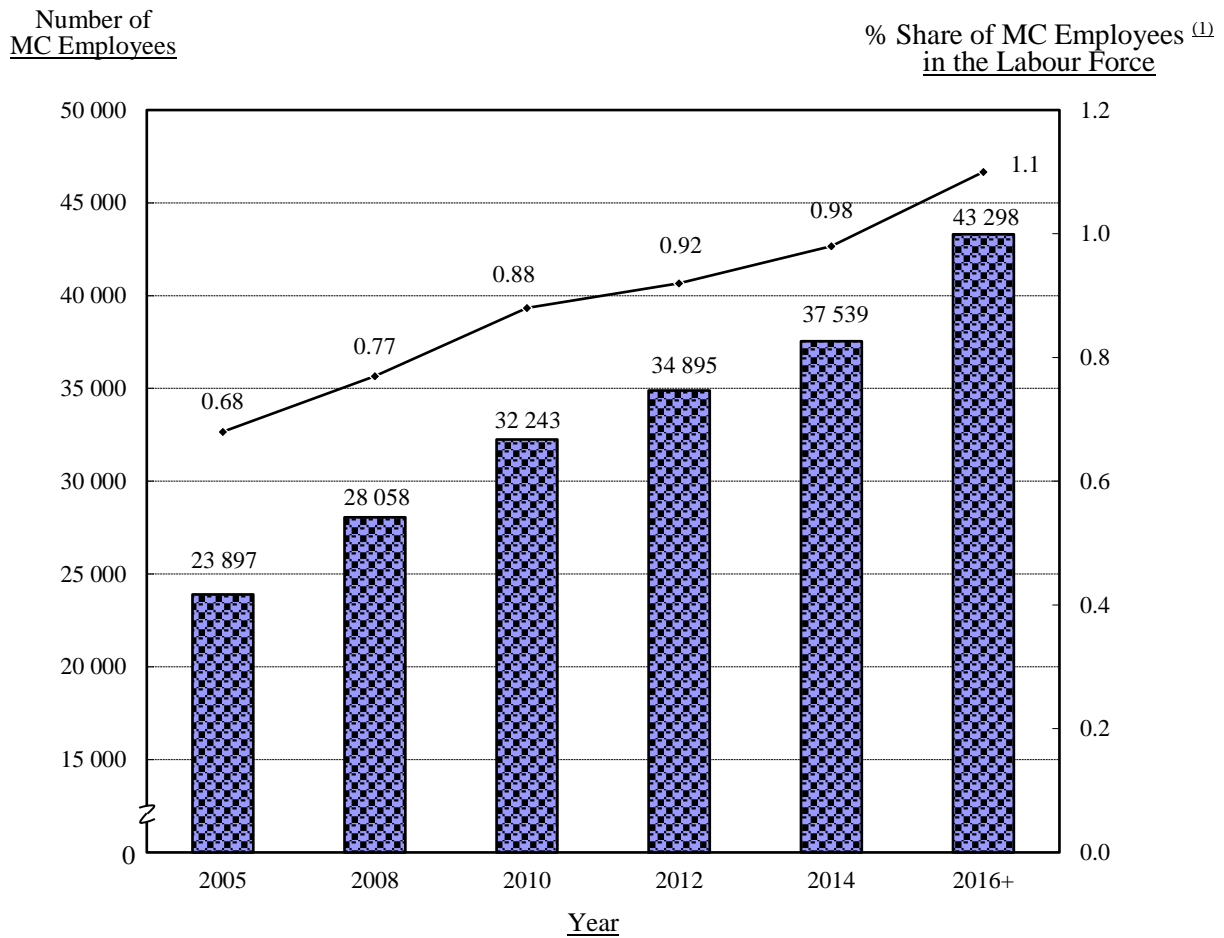
Notes: (1) Manpower Demand includes the number of existing MC employees, number of freelancers, and number of vacancies.

(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.


(4) Figures may not add up to their totals due to rounding.

Figure 8 Percentage Share of MC Employees in the Labour Force
(December 2005 – January 2016)



	December 2005	February 2008	February 2010	February 2012	January 2014	January 2016 ⁺
Labour Force* ('000)	3 537.9	3 653.5	3 657.3	3 773.7	3 842.3	3 937.1
MC Employees ⁽¹⁾	23 897	28 058	32 243	34 895	37 539	43 298
% Share of MC Employees ⁽¹⁾ in the Labour Force	0.68	0.77	0.88	0.92	0.98	1.1

 MC Employees

 Percentage share of MC employees in the labour force

* Source: Census and Statistics Department.

⁺ Media Production Sector is newly introduced in 2016 survey.

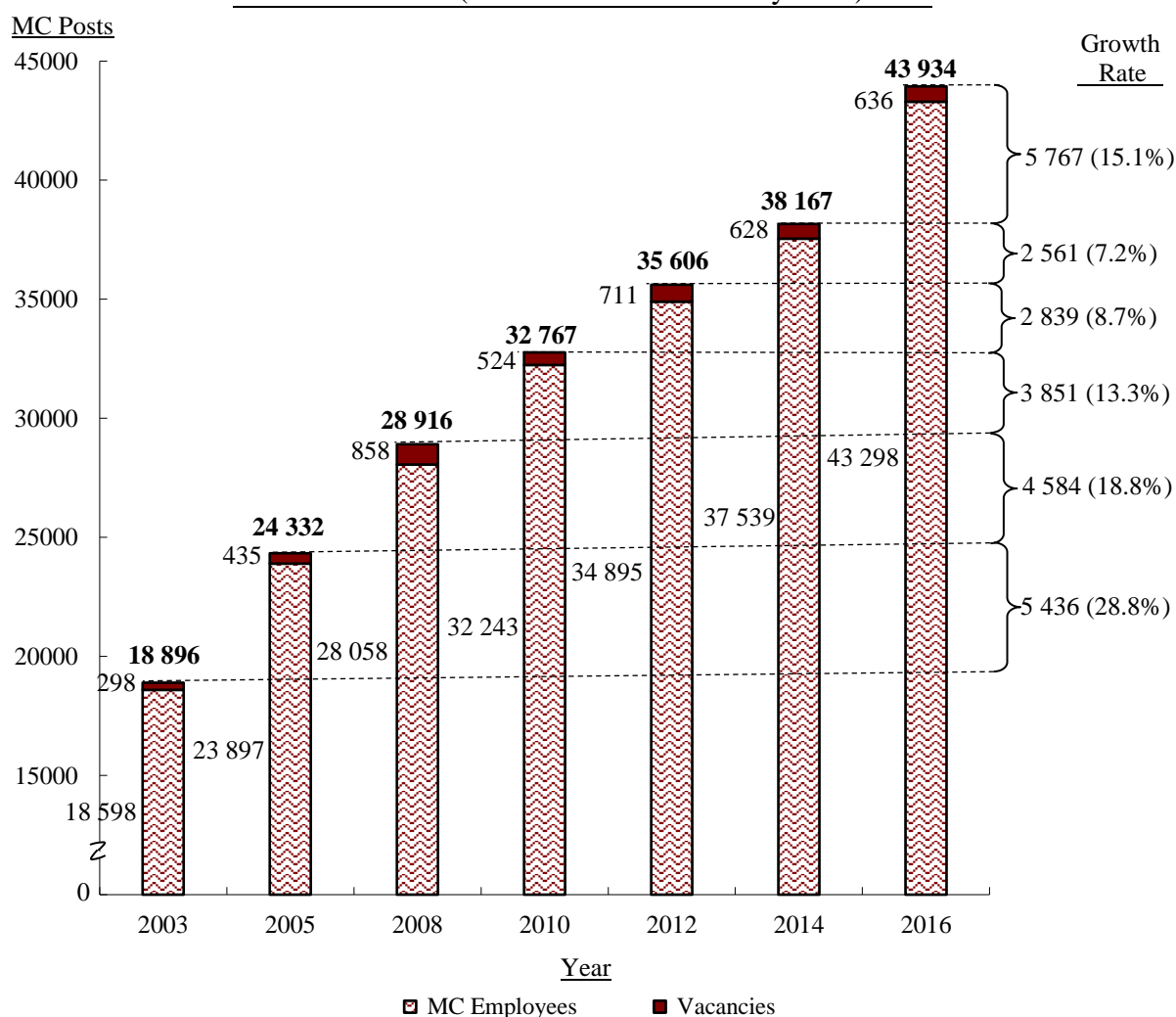
Note: (1) Number of MC employees including freelancers.

2.20 The labour market in the MC industry stabilised in January 2016 with total MC employment (including freelancers) rose to 43 298 MC employees, representing an increase of 15.3% over February 2014 (37 539 MC employees). It should be noted that the increment is partially contributed by the media production sector (4 958 employees) which is included in the survey for the first time. However, owing to a moderate increase in the total labour force, the percentage share of MC employees in the labour force grew steadily from 0.98% in February 2014 to 1.1% in January 2016.

Total MC Posts

2.21 Sustained economic expansion has continued to underpin job creation in the MC industry. Growth of local economy has slowed down over the past two years. The overall growth of it is 15.1% (5 767) in MC posts between February 2014 (38 167) and January 2016 (43 934), is mainly contributed by the newly included media production sector 13% (4 958) after taking into account employment and vacancies as shown in Figure 9. However, as compared with 7.2% growth in MC posts between 2012 (35 606) and 2014 (38 167), it is observed that Hong Kong employers is becoming more cautious in planning their new MC posts which aligns with the uncertainty in the business market due to the worries about global economic growth and slowdown of the Chinese economy.

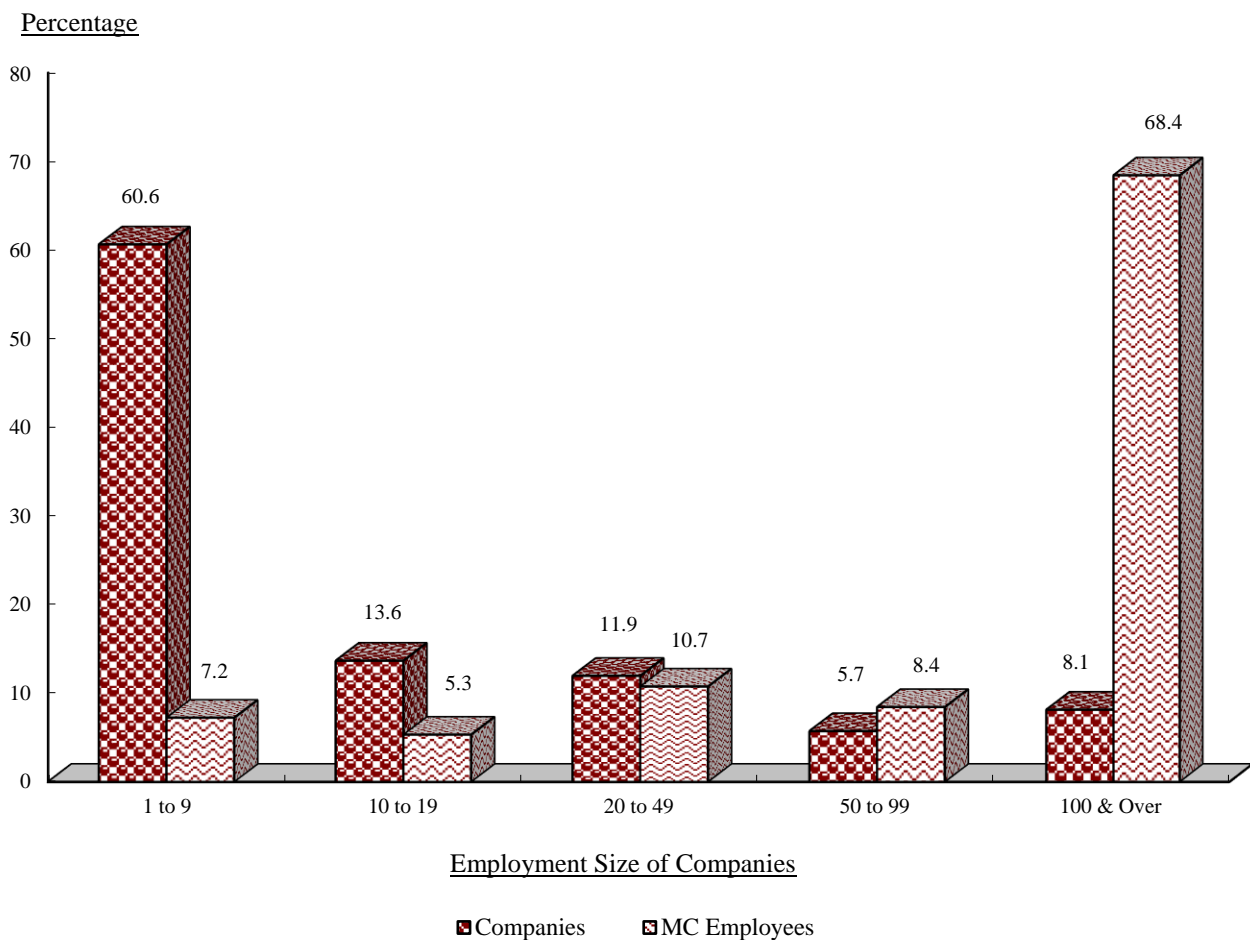
Figure 9 Total MC Posts, Employed and Vacancies
(December 2003 – January 2016)



Percentage Distribution of Companies and MC Employees by Employment Size of Company

2.22 Companies that employed 50 or more employees engaged about 76.8% and 68.5% of the MC employees (including freelancers) in the journalism sector and digital/ new media sector; nevertheless 41.2% and 18.9% of the MC employees (including freelancers) in the advertising and public relations sector engaged in companies with employment size below 10 and over 500 respectively. 97.2% of the MC employees (including freelancers) in media production sector engaged in companies with employment size below 50. Details please refer to Figures 10 to 13.

Figure 10 Percentage Distribution of Companies and MC Employees (including Freelancers) by Employment Size of Company in the Journalism Sector⁽¹⁾
(As in January 2016)



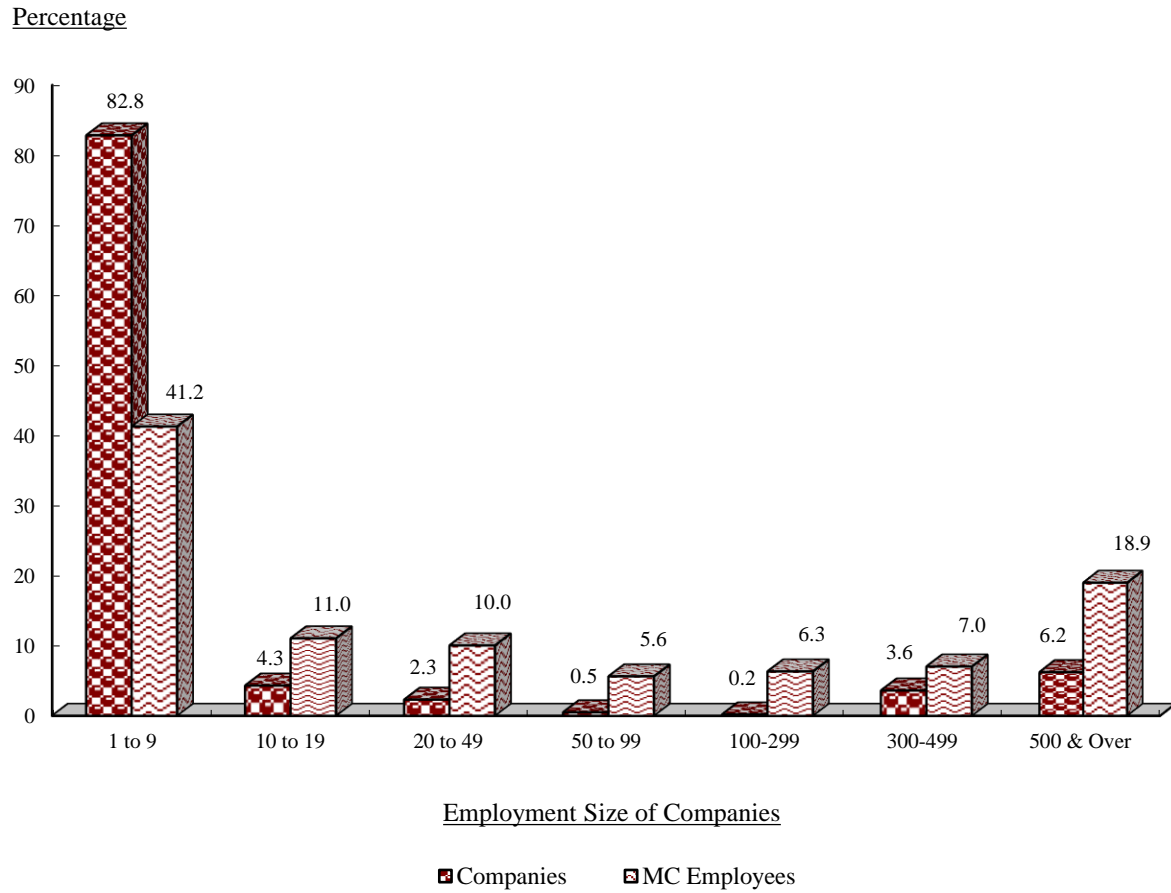
Notes: (1) includes advertising sales / public relations / marketing department in media organizations.
(2) Figures may not add up to their totals due to rounding.

Figure 11 Percentage Distribution of Companies and MC Employees (including Freelancers) by Employment Size of Company in the Digital/ New Media^{(1) (2)}
(As in January 2016)



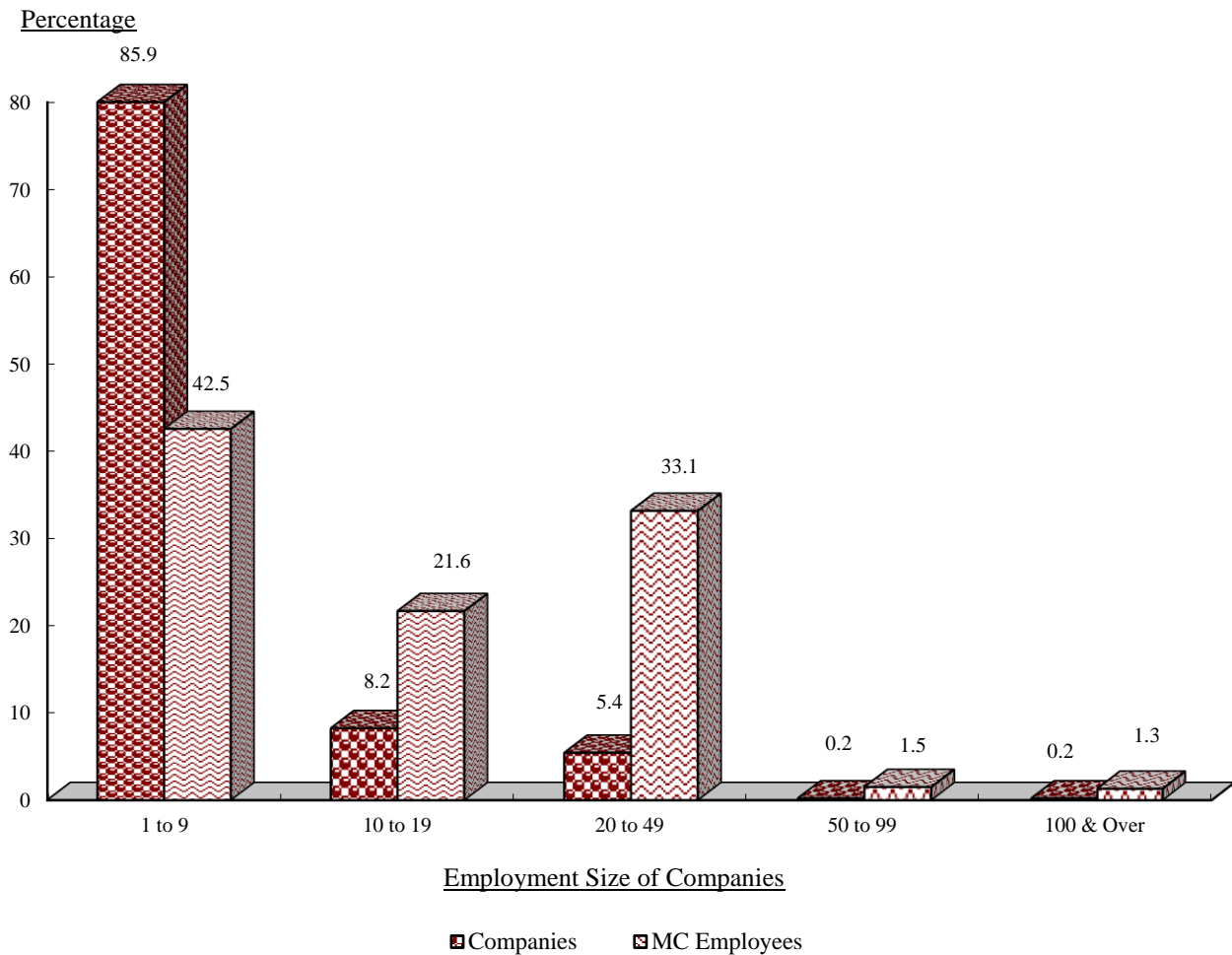
- Notes: (1) includes advertising sales / public relations / marketing department in media organizations.
(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.
(3) Figures may not add up to their totals due to rounding.

Figure 12 Percentage Distribution of Companies and MC Employees (including Freelancers) by Employment Size of Company in the Advertising and Public Relations Sector (As in January 2016)



Note: (1) Figures may not add up to their totals due to rounding.

Figure 13 Percentage Distribution of Companies and MC Employees (including Freelancers) by Employment Size of Company in the Media Production Sector ⁽¹⁾ (As in January 2016)



Notes: (1) Media Production Sector is newly introduced in 2016 survey.
 (2) Figures may not add up to their totals due to rounding.

Local MC Employees Working Major for the Website or New Media

2.23 At the time of the survey, 478 companies (or 7.2% of the responded 6 645 companies of the survey) had deployed / recruited local MC employees to work major for the website or new media (2014 survey: 337 companies or 6.7% of the responded 5 003 companies). As regards the percentage of companies having deployed / recruited local MC employees to work major for the website or new media by branch shown in Table 2.11, the digital / new media recorded the highest percentage (78.0%), followed by the News & Information / Advertising Sales / PR Department in Radio and TV Stations (28.9%) and the news agencies (26.3%). The Training Board observes that more companies in the branches of newspaper, news agencies, advertising companies, agencies and other corporate communications/ PR/ advertising/ marketing department in companies/ institutions have deployed/ recruited employees to work major for website or new media. For news and information/ advertising sale/ PR department in radio and TV stations and digital/ new media, more companies tend to outsource their websites or new media works to other professional organizations without any involvement of their internal staff.

Table 2.11 Number of Companies Having Deployed / Recruited Local MC Employees to Work Major for the Website or New Media

Branch	Companies Having Deployed / Recruited Local MC Employees to Work Major for the Website or New Media (As in January 2016)				
	Yes	(%)*	No	Unspecified	Total
Journalism Sector ⁽¹⁾					
1. Newspapers	9	(22.0)	25	7	41
2. Magazines	56	(17.4)	251	14	321
3. News and Information Department in Radio / TV Stations	11	(28.9)	22	5	38
4. News Agencies	5	(26.3)	12	2	19
Sub-total	81	(19.3)	310	28	419
Digital / New Media Sector ⁽¹⁾⁽²⁾					
5. Digital / New Media	32	(78.0)	8	1	41
Sub-total	32	(78.0)	8	1	41
Advertising and Public Relations Sector					
6. Public Relations Services Suppliers	8	(1.8)	416	27	451
7. Advertising Companies, Agencies & other Advertising Services	219	(5.5)	3 575	195	3 989
8. Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	96	(19.5)	280	117	493
Sub-total	323	(6.5)	4 271	339	4 933
Media Production Sector ⁽³⁾					
9. Production companies	42	(3.4)	1 145	65	1 252
Sub-total	42	(3.4)	1 145	65	1 252
Total	478	(7.2)	5 734	433	6 645

* As a percentage of number of companies by branch.

Note: (1) Include Advertising Sales / PR / Marketing Department in Media Organizations.

(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

2.24 Table 2.12 shows that 352 and 330 MC employees engaged in the journalism sector and digital/ new media sector (include advertising sales / PR / marketing department in media organizations) while 1 298 and 153 MC employees in the advertising and public relations sector and media production sector respectively were deployed / recruited to work major for the website or new media.

2.25 Among all the 2 133 MC employees deployed / recruited to work major for the website or new media, 203 MC employees (57.7% of 352) in the journalism sector, 211 MC employees (63.9 % of 330) in the digital/ new media sector, 796 (61.3% of 1 298) in the advertising and public relations sector and 23 (15.0% of 153) in the media production sector are also requested to engage in tasks / duties related to the social networking websites. These figures confirm the Training Board's view that existing MC employees are required to keep abreast of the latest technology in response to the social media age. Companies are recognizing the value and importance of having a clear social media strategy that is aligned with other more traditional forms of media outreach.

Table 2.12 No. of Local MC Employees (including freelancers)
Deployed / Recruited to Work Major for the Website or New Media
by Sector by Branch by Employment Size of Company

Branch	Employment Size of Company								No. of MC Employees Worked Major for the Website or New Media and also Engaged in Tasks/Duties related to the Social Networking Websites
	1-9 (%) [*]	10-19 (%) [*]	20-49 (%) [*]	50-99 (%) [*]	100 & Over [@] (%) [*]	300-499 (%) [*]	500 & Over (%) [*]	Overall (%) [*]	
Journalism Sector ⁽¹⁾									
Newspapers (6 068) ⁺	5 (8.3)	- (-)	- (-)	14 (4.1)	95 (1.7)	- (-)	- (-)	114 (1.9)	105
Magazines (4 458) ⁺	63 (6.8)	- (-)	22 (1.8)	17 (2.7)	9 (0.9)	- (-)	- (-)	111 (2.5)	59
News and Information Department in Radio /TV Stations (3 550) ⁺	1 (4.2)	- (-)	3 (3.6)	7 (4.1)	95 (3.0)	- (-)	- (-)	106 (3.0)	33
News Agencies (284) ⁺	2 (6.7)	8 (16.7)	11 (7.3)	- (-)	- (-)	- (-)	- (-)	21 (7.4)	6
Sub-total (14 360)⁺	71 (6.8)	8 (1.0)	36 (2.3)	38 (3.2)	199 (2.0)	- (-)	- (-)	352 (2.5)	203
Digital / New Media Sector ⁽¹⁾⁽²⁾									
Digital / New Media (1 363) ⁺	26 (52.0)	4 (50.0)	77 (21.0)	35 (38.0)	188 (22.2)	- (-)	- (-)	330 (24.2)	211
Sub-total (1 363)⁺	26 (52.0)	4 (50.0)	77 (21.0)	35 (38.0)	188 (22.2)	- (-)	- (-)	330 (24.2)	211
Advertising and Public Relations Sector									
Public Relations Services Suppliers (2 503) ⁺	6 (0.7)	- (-)	12 (1.9)	70 (20.4)	- (-)	- (-)	- (-)	88 (3.5)	15
Advertising Companies, Agencies and other Advertising Services (14 624) ⁺	403 (4.7)	130 (6.0)	169 (9.9)	163 (17.3)	101 (8.5)	- (-)	- (-)	966 (6.6)	625
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (6 108) ⁺	- (-)	- (-)	3 (25.0)	1 (16.7)	6 (16.2)	60 (3.7)	174 (3.9)	244 (4.0)	156
Sub-total (23 235)⁺	409 (4.3)	130 (5)	184 (7.9)	234 (18.2)	107 (7.3)	60 (3.7)	174 (3.9)	1 298 (5.6)	796
Media Production Sector ⁽³⁾									
Production companies (4 976) ⁺	151 (7.2)	- (-)	- (-)	- (-)	2 (3.0)	- (-)	- (-)	153 (3.1)	23
Sub-total (4 976)⁺	151 (7.2)	- (-)	- (-)	- (-)	2 (3.0)	- (-)	- (-)	153 (3.1)	23
Total (43 935)⁺	657 (5.2)	142 (3.2)	297 (5.0)	307 (11.6)	496 (4.1)	60 (3.7)	174 (3.9)	2 133 (4.9)	1 233

- @ For advertising and public relations sector, the employment size of company is 100-299 instead.
* As a percentage of total number of MC posts by sector by branch by employment size of company.
+ Total number of MC posts by branch.

Notes: (1) Journalism and Digital/ New media sector includes advertising sales / public relations / marketing department in media organizations.
(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.
(3) Media Production Sector is newly introduced in 2016 survey.
(4) Figures may not add up to their totals due to rounding.

Required Skills / Knowledge of the Existing MC Employees to Perform Social Media Functions

2.26 The Training Board observes that more employers in the MC industry have successfully enhanced their customer relations via social media. A comparison of the skills / knowledge required by MC employees to perform the social media functions (rank in most in demand) by sector is shown in Table 2.13. Percentage of companies having required employees to have skills / knowledge (by degree in demand) to perform the social media functions by sector is shown in Appendix 6.

Table 2.13 Comparison of Skills / Knowledge Required by MC Employers to Perform Social Media Functions (Ranked in Descending Order of Most in Demand) by Sector

Rank	Journalism Sector ⁽¹⁾		Digital/ New Media Sector ⁽¹⁾⁽²⁾		Advertising and Public Relations Sector		Media Production Sector ⁽³⁾	
	Skills / Knowledge (Most in Demand)	% of No. of Responding Case	Skills / Knowledge (Most in Demand)	% of No. of Responding Case	Skills / Knowledge (Most in Demand)	% of No. of Responding Case	Skills / Knowledge (Most in Demand)	% of No. of Responding Case
1	Web searching	9.1	Web searching	42.9	Sharing/posting in social media platform	6.2	Sharing/posting in social media platform	10.5
			Web analytics					
2	Curation	8.6	-	-	Web searching	5.0	Web security	3.1
3	Sharing/posting in social media platform	8.3	Search engine optimisation	40.0	Web security	4.5	Apps development	3.0
							Web analytics	
4	Web analytics	7.0	Web security	37.1	Social media monitoring and surveillance	3.3	-	-
5	Web security	3.6	Curation	31.4	Web analytics	3.1	Web searching	0.9
			Sharing/posting in social media platform					
			Apps development					
6	Social media monitoring and surveillance	3.1	-	-	Curation	2.9	Search engine optimisation	0.7
7	Apps development	2.6	-	-	Search engine optimisation	2.0	Social media monitoring and surveillance	0.2
							Curation	
8	Search engine optimisation	2.1	Social media monitoring and surveillance	25.7	Apps development	1.8	-	-

Notes: (1) Journalism and Digital/ New media sector includes advertising sales / public relations / marketing department in media organizations.

(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

Younger Generation

Accomplishments of the Young MC Employees

2.27 Employers reported that in January 2016, a total of 8 123 MC employees (including freelancers) aged below 30 (or 18.5% of the existing 43 934 MC posts) were engaged in the principal jobs of the MC industry (2014 survey: 9 711 MC employees or 25.4% of the existing 38 167 MC posts). The Training Board considers that these young MC employees can bring in fresh perspectives and innovative ideas.

2.28 The survey showed that the public relations services suppliers had 798 MC employees (including freelancers) aged below 30, accounting for 31.9% of the existing 2 503 MC posts in that branch, followed by the digital / new media (387 or 28.4% of the existing 1 363 MC posts in that branch). Number of MC employees (including freelancers) aged below 30 by sector by branch by employment size of company is shown in Table 2.14.

Table 2.14 Number of MC Employees (including Freelancers) Aged Below 30 by Sector by Branch by Employment Size of Company

Branch	Employment Size of Company							
	1-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over [®] (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*
Journalism Sector ⁽¹⁾								
Newspapers (6 608) ⁺	19 (31.7)	1 (5.0)	- (-)	65 (19.1)	1 518 (27.5)	- (-)	- (-)	1 603 (26.4)
Magazines (4 458) ⁺	131 (14.1)	118 (18.0)	251 (20.8)	71 (11.3)	- (-)	- (-)	- (-)	571 (12.8)
News and Information Department in Radio / TV Stations (3 550) ⁺	4 (16.7)	7 (11.9)	33 (39.8)	19 (11.1)	291 (9.1)	- (-)	- (-)	354 (10.0)
News Agencies (284) ⁺	6 (20.0)	20 (41.7)	26 (17.3)	5 (8.9)	- (-)	- (-)	- (-)	57 (20.1)
Sub-total (14 360)⁺	160 (15.4)	146 (18.6)	310 (19.9)	160 (13.4)	1 809 (18.5)	- (-)	- (-)	2 585 (18.0)
Digital / new media Sector ⁽¹⁾⁽²⁾								
Digital / New Media (1 363) ⁺	17 (34.0)	3 (37.5)	70 (19.1)	53 (57.6)	244 (28.8)	- (-)	- (-)	387 (28.4)
Sub-total (1 363)⁺	17 (34)	3 (37.5)	70 (19.1)	53 (57.6)	244 (28.8)	- (-)	- (-)	387 (28.4)
Advertising and Public Relations Sector								
Public Relations Services Suppliers (2 503) ⁺	177 (20.8)	167 (38.3)	308 (49.4)	91 (26.5)	55 (22.2)	- (-)	- (-)	798 (31.9)
Advertising Companies, Agencies and other Advertising Services (14 624) ⁺	915 (10.6)	596 (27.3)	409 (24)	180 (19.1)	375 (31.7)	- (-)	- (-)	2 475 (16.9)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (6 108) ⁺	- (-)	- (-)	2 (16.7)	2 (33.3)	16 (43.2)	435 (27.1)	761 (17.1)	1 216 (19.9)
Sub-total (23 235)⁺	1092 (11.5)	763 (29.1)	719 (30.7)	273 (21.2)	446 (30.4)	435 (27.1)	761 (17.1)	4 489 (19.3)

Branch	Employment Size of Company							
	1-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over [@] (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*
Media Production Sector ⁽³⁾								
Production companies (4 976) ⁺	461 (21.9)	80 (7.4)	85 (5.2)	- (-)	36 (54.5)	- (-)	- (-)	662 (13.3)
<i>Sub-total (4 976)+</i>	<i>461 (21.9)</i>	<i>80 (7.4)</i>	<i>85 (5.2)</i>	<i>- (-)</i>	<i>36 (54.5)</i>	<i>- (-)</i>	<i>- (-)</i>	<i>662 (13.3)</i>
<i>Total (43 934)+</i>								<i>8 123 (18.5)</i>

@ For advertising and public relations sector, the employment size of company is 100-299 instead.

* As a percentage of total number of MC posts by sector by branch by employment size of company.

+ Total number of MC posts by branch.

Notes: (1) Journalism and Digital/ New media sector includes advertising sales / public relations / marketing department in media organizations.

(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

(4) Figures may not add up to their totals due to rounding.

2.29 The Training Board observes that employers in the MC industry are willing to specify the degree of importance in respect of accomplishment training for their young MC employees so that they can have greater contributions to the company. A comparison of the accomplishment training for the young MC employees (ranked in descending order of highly important) by sector is shown in Table 2.15. Percentage of companies having specified the degree of importance in respect of the accomplishment training for their young MC employees by sector is shown in Appendix 8.

Table 2.15 Comparison of the Accomplishment Training for the young MC employees (Ranked in Descending Order of Highly Important) by Sector

Rank	Journalism Sector ⁽¹⁾		Digital/ New Media Sector ⁽¹⁾⁽²⁾		Advertising and Public Relations Sector		Media Production Sector ⁽³⁾	
	Accomplishment Training (Highly Important)	% of No. of Responding Case	Accomplishment Training (Highly Important)	% of No. of Responding Case	Accomplishment Training (Highly Important)	% of No. of Responding Case	Accomplishment Training (Highly Important)	% of No. of Responding Case
1	Team Work	52.1	Working Attitude	75.0	Working Attitude	47.2	Team Work	77.8
2	Passion	49.5	Team Work	71.4	Interpersonal Communication Skills	42.2	Working Attitude	76.8
3	Concentration on Work	47.9	Interpersonal Communication Skills	60.7	Team Work	41.7	Punctuality	67.5
4	Working Attitude	43.1	Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right)	57.1	Creativity	40.9	Concentration on Work	49.3
5	Protection of Privacy	38.8	Protection of Privacy	53.6	Passion	39.0	Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right)	43.8
	Punctuality		Concentration on Work					
	Creativity		Creativity					
6	-	-	-	-	Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right)	38.1	Interpersonal Communication Skills	36.0
7	-	-	-	-	Concentration on Work	32.2	Protection of Privacy	35.0

Rank	Journalism Sector ⁽¹⁾		Digital/ New Media Sector ⁽¹⁾⁽²⁾		Advertising and Public Relations Sector		Media Production Sector ⁽³⁾	
	Accomplishment Training (Highly Important)	% of No. of Responding Case	Accomplishment Training (Highly Important)	% of No. of Responding Case	Accomplishment Training (Highly Important)	% of No. of Responding Case	Accomplishment Training (Highly Important)	% of No. of Responding Case
8	Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right)	35.1	Passion	50.0	Punctuality	31.8	Passion	33.0
9	Degree of Loyalty	30.3	Degree of Loyalty	46.4	Protection of Privacy	31.2	Emotional Management	29.1
10	Interpersonal Communication Skills	28.7	Media and Information Literacy	42.9	Degree of Loyalty	30.0	Degree of Loyalty	28.6

Notes: (1) Journalism and Digital/ New media sector includes advertising sales / public relations / marketing department in media organizations.

(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

Retention of Existing MC Employees

2.30 The survey reveals that MC employers (in particular those with employment size of 1-4) marking “salary increment” as the top staff retention factor. It is noted that “increasing job autonomy” is ranked as the second effective retention method by employers in the media production section. The Training Board considers that it is an important insight that companies should look onto all these effective methods to form internal strategies for retaining their existing MC employees to face the tight labour market. When people are engaged and happy, they are more productive and committed to the well-being of the organization. A comparison of the effective methods (ranked in descending order of preference) for retaining the existing MC employees by sector is shown in Table 2.16. More detailed analyses of the findings by sector by employment size of company and by branch are presented in Appendix 7.

Table 2.16 Comparison of the Effective Methods
(Ranked in Descending Order of Preference) for
Retaining the Existing MC Employees by Sector
(Respondents may choose up to three options)

Rank	Journalism Sector ⁽¹⁾		Digital/ New Media Sector ⁽¹⁾⁽²⁾		Advertising and Public Relations Sector		Media Production Sector ⁽³⁾	
	Effective Method	% of No. of Responding Case	Effective Method	% of No. of Responding Case	Effective Method	% of No. of Responding Case	Effective Method	% of No. of Responding Case
1	Salary Increment and Fringe Benefit	78.2	Salary Increment and Fringe Benefit	85.7	Salary Increment and Fringe Benefit	81.5	Salary Increment and Fringe Benefit	48.6
2	Shortening Working Hours or Flexible Working Hours	29.4	More Paid Leave	34.3	Shortening Working Hours or Flexible Working Hours	27.9	Increasing Job Autonomy	46.3
3	Enhancing Job Satisfaction	25.5	Internal Promotion/ Career Development	34.3	Increasing Job Autonomy	18.4	Enhancing Job Satisfaction	39.6
4	Increasing Job Autonomy	20.3	Enhancing Job Satisfaction	34.3	Internal Promotion/ Career Development	15.6	Shortening Working Hours or Flexible Working Hours	33.3
5	More Paid Leave	19.4	Providing/Supporting Manpower Training and Personal Development	20.0	Enhancing Job Satisfaction	15.6	Internal Promotion/ Career Development	9.3

	Journalism Sector ⁽¹⁾		Digital/ New Media Sector ⁽¹⁾⁽²⁾		Advertising and Public Relations Sector		Media Production Sector ⁽³⁾	
Rank	Effective Method	% of No. of Responding Case	Effective Method	% of No. of Responding Case	Effective Method	% of No. of Responding Case	Effective Method	% of No. of Responding Case
6	More Communications and Enhancing the Sense of Belonging with Existing Staff	18.5	Shortening Working Hours or Flexible Working Hours	17.1	More Paid Leave	14.8	More Paid Leave	8.2
7	Internal Promotion/ Career Development	13.6	Increasing Job Autonomy	17.1	More Communications and Enhancing the Sense of Belonging with Existing Staff	12.9	Providing/Supporting Manpower Training and Personal Development	8
8	Positive Image on Company Profile/Culture	11.8	Positive Image on Company Profile/Culture	14.3	Providing/Supporting Manpower Training and Personal Development	9	Positive Image on Company Profile/Culture	7.3
9	Providing/Supporting Manpower Training and Personal Development	4.8	More Communications and Enhancing the Sense of Belonging with Existing Staff	8.6	Positive Image on Company Profile/Culture	3.8	More Communications and Enhancing the Sense of Belonging with Existing Staff	5.2
10	Providing Job Rotation	2.1	Providing Job Rotation	2.9	Providing Job Rotation	1.8	Others	3.6

Notes: (1) Journalism and Digital/ New media sector includes advertising sales / public relations / marketing department in media organizations.

(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

Manpower Changes

Manpower Changes by Job Level

2.31 Almost all job levels in the journalism sector have recorded a decrease in number of MC employees (including freelancers) when compared with the last survey. The total manpower in the journalism sector has decreased by 363 MC employees from 11 039 in January 2014 to 10 676 in January 2016, representing a decrease of 3.3% over the two-year period. In the digital/ new media sector ⁽¹⁾, the total manpower has increased by 19 MC employees from 515 in January 2014 to 534 in January 2016, representing an increase of 3.7% over the two-year period. It should be noted that the significant percentage change in the digital/ new media sector is caused by the inclusion of new principal jobs, updating job description and modifying job levels of some principal jobs. In the advertising and public relations sector, the total manpower has increased by 1 145 MC employees from 25 985 in January 2014 to 27 130 in January 2016, representing an increase of 4.4% over the two-year period. The media production sector, which is newly added in 2016 has recorded 4 958 MC employees in January. The changes in the number of MC employees (including freelancers) between January 2014 and January 2016 by sector by job level are shown in Table 2.17.

Table 2.17 Changes in the Number of MC Employees
(include Freelancers) by Sector by Job Level
(January 2014 – January 2016)

Job Level	No. of MC Employees (incl. Freelancers)			
	January 2014	January 2016	Increase / Decrease	% Changes
Journalism Sector ⁽¹⁾				
Managerial	503	492	- 11	-2.2
Supervisory	1 304	1 156	- 148	-11.3
Editorial / Production	7 003	6 637	- 366	-5.2
Supporting / Technical	2 229	2 391	162	7.3
Sub-total	11 039 (29.4) #	10 676 (24.7) #	- 363	-3.3
Digital / new media Sector ⁽¹⁾⁽²⁾				
Managerial	15	20	5	33.3 *
Supervisory	65	105	40	61.5 ^
Editorial / Production	203	379	176	86.7 @
Supporting / Technical	232	30	- 202	-87.1 @
Sub-total	515 (1.4) #	534 (1.2) #	19	3.7

Job Level	No. of MC Employees (incl. Freelancers)			
	January 2014	January 2016	Increase / Decrease	% Changes
Advertising and Public Relations Sector				
Managerial	3 699	3 939	240	6.5
Supervisory	6 487	6 670	183	2.8
Executional	12 851	13 206	355	2.8
Supporting / Technical	2 948	3 315	367	12.4
Sub-total	25 985 (69.2) #	27 130 (62.7) #	1 145	4.4
Media Production Sector ⁽³⁾				
Managerial	-	682	-	-
Supervisory	-	293	-	-
Executional	-	1 304	-	-
Supporting / Technical	-	2 679	-	-
Sub-total	- (-) #	4 958 (11.5) #	-	-
Total	37 539 (100.0%) #	43 298 (100.0%) #	5 759	15.3

As a percentage of number of MC employees in the respective survey.

* Significant increase is contributed by inclusion of new principal jobs “193 Chief Technology Officer; Chief Technical Director”, “195 Executive Producer”, “196 Creative Director”.

^ Significant increase is contributed by inclusion of new principal jobs “290 Technical Manager”, “291 Research and Development Manager”, “292 Producer”, “294 Production Manager”.

@ Significant change is caused by inclusion of new principal jobs (involving 10 employees) “394 Social Media Executive”, “395 Video Editor”, “398 Project Executive” and revising job description of job levels of “408 Web Page Designer”, “409 Webmaster”, “410 Digital Designer” (involving 165 employees) which belong to supporting/ technical level in 2014 survey.

Notes: (1) Journalism and Digital/ New media sector includes advertising sales / public relations / marketing department in media organizations.

(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

(4) Figures may not add up to their totals due to rounding.

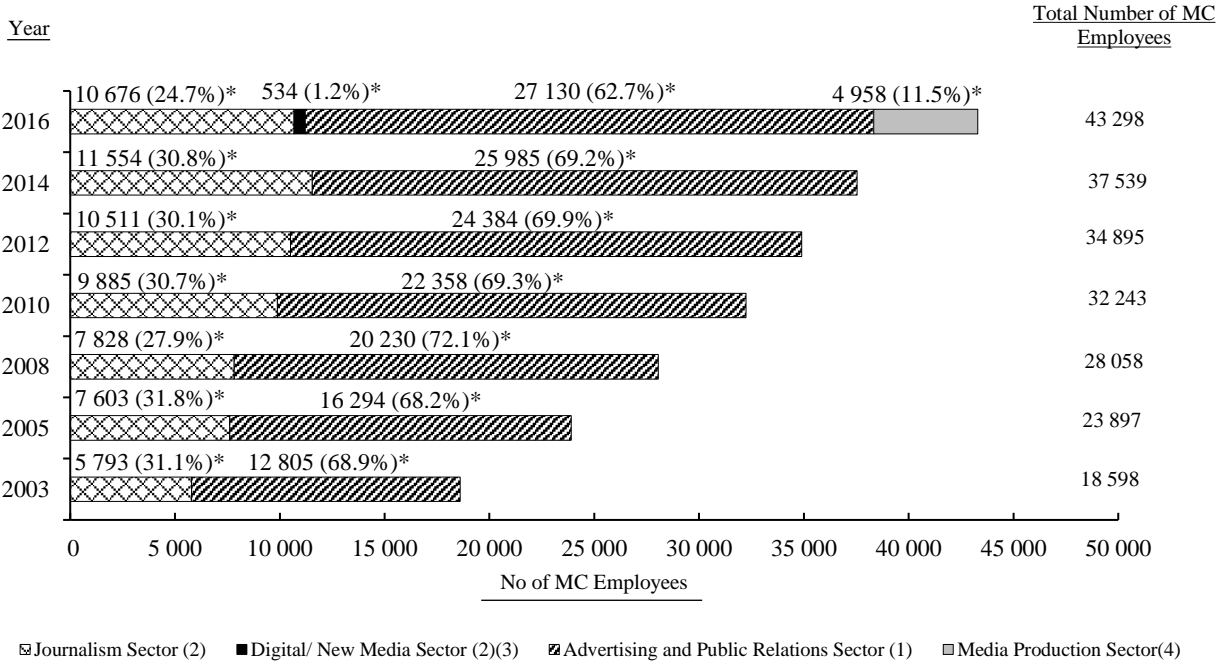
2.32 There is an overall growth of 15.3% in the number of MC employees from January 2014 (37 539) to January 2016 (43 298). However, by removing the effect of the newly included media production sector (4 958 employees), the net growth is 2.1% in the number of MC employees from February 2014 (37 539) to January 2016 (38 340). The Training Board considers that the growth is generally reliable in reflecting the manpower situation of the MC industry at the time of the survey. As compared with the overall increase of 7.6% in the number of MC employees from February 2012 (34 895) to February 2014 (37 539), the Training Board considers that the labour market in the MC industry continue to display signs of consolidation over the past two years.

2.33 Among the job levels, the number of MC employees at the supporting/ technical level in the advertising and public relations sector has the greatest increase from 2 948 to 3 315 (12.4%). The Training Board believes that the considerable increase is on account of significant growth of supporting/ technical employees (such as designer) in this round of survey, particularly in the advertising companies, agencies and other advertising services. The Training Board also observes that there is significant percentage increase in the number of supervisory employees in the digital/ new media sector, which is contributed by inclusion of new principal jobs, for example: digital content officer and research & development manager.

Manpower Changes by Sector by Branch

2.34 Over the past two years, the number of MC employees (including freelancers) increased by 15.3% (5 759) and the increase in percentage was mainly attributed to inclusion of the media production sector. The distribution of MC employees by sector from December 2003 to January 2016 is shown in Figure 14. Table 2.18 shows the changes in the number of MC employees (including freelancers) between February 2014 and January 2016 by sector by branch.

Figure 14 Distribution of MC Employees by Sector (December 2003 – January 2016)



* As a percentage of number of MC employees in the respective survey.

Notes: (1) Advertising and public relations sector includes advertising sales / public relations / marketing department in media organizations.
 (2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.
 (3) Media Production Sector is newly introduced in 2016 survey.
 (4) Figures may not add up to their totals due to rounding.

Table 2.18 Changes in the Number of MC Employees
(include Freelancers) by Sector by Branch
(February 2014 – January 2016)

Branch	No. of MC Employees (incl. Freelancers)			
	February 2014	January 2016	Increase / Decrease	% Changes
Journalism Sector				
Newspapers	5 111	4 847	- 264	-5.2
Magazines	3 216	3 125	- 91	-2.8
News and Information Department in Radio / TV Stations	2 471	2 496	25	1.0
News Agencies	241	208	-33	-13.7
<i>Sub-total</i>	11 039 (29.4) #	10 676 (24.7) #	-363 (-6.3)	-3.3
Digital / new media Sector ⁽¹⁾				
Digital / New Media	515	534	19	3.7
<i>Sub-total</i>	515 (1.4) #	534 (1.2) #	19 (0.3)	3.7
Advertising and Public Relations Sector				
Public Relations Services Suppliers	2 264	2 464	200	8.8
Advertising Sales / PR / Marketing Department in Media Organizations	4 201	4 241	40	1.0
Advertising Companies, Agencies & other Advertising Services	14 214	14 442	228	1.6
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	5 306	5 983	677	12.8
<i>Sub-total</i>	25 985 (69.2) #	27 130 (62.7) #	1 145 (19.9)	4.4
Media Production Sector ⁽²⁾				
Production companies	-	4 958	-	-
<i>Sub-total</i>	- (-) #	4 958 (11.5) #	-	-
Total	37 539 (100.0%) #	43 298 (100.0%) #	5 759	15.3

As a percentage of number of MC employees in the respective survey.

Note: (1) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(2) Media Production Sector is newly introduced in 2016 survey.

(3) Figures may not add up to their totals due to rounding.

2.35 Benefiting from the growing awareness of the importance of branding and corporate identity as well as communicating with target audiences at different new media platforms, MC employees engaged in the corporate communications / PR / advertising / marketing department in companies / institutions enjoy the highest growth rate of 12.8% (677) from February 2014 to January 2016, followed by the public relations services suppliers 8.8% (200) and digital/ new media 3.7% (19), whilst MC job losses (13.7% or 33) were experienced in news agencies and (5.2% or 264) in newspapers.

Employers' Requirements / Expectations of Employees' Competencies and the Average Monthly Income Range of their MC Employees

Employers' Preferred Educational Levels of MC Employees

2.36 The survey reveals that in general the majority of employers preferred their MC employees at almost all job levels to have first degrees. Only for the supporting / technical level, employers preferred their MC employees to possess sub-degree or senior secondary qualification. The educational levels preferred by most employers for their MC employees by job level by sector are shown in Table 2.19. More detailed analyses of the findings by branch by job level by job code / title are presented in Appendix 9.

Table 2.19 Employers' Most Preferred Educational Levels of MC Employees by Job Level by Sector

Job Level	Sector	Preferred Educational Level	As a Percentage of Number of MC Employees by Job Level by Sector
Managerial	Journalism (492)*	First Degree (379)#	77.0%
	Digital/ new media (20)*	First Degree (15)#	75.0%
	Advertising and Public Relations+ (3 939)*	First Degree (3 268)#	83.0%
	Media Production (682)*	First Degree (514)#	75.4%
Supervisory	Journalism (1 156)*	First Degree (810)#	70.1%
	Digital/ new media (105)*	First Degree (83)#	79.0%
	Advertising and Public Relations+ (6 670)*	First Degree (4 760)#	71.4%
	Media Production (293)*	First Degree (92)#	31.4%
Editorial / Production / Executional	Journalism (6 637)*	First Degree (4 033)#	60.8%
	Digital/ new media (379)*	Sub-Degree (159)#	42.0%
	Advertising and Public Relations+ (13 206)*	First Degree (5 057)#	38.3%
	Media Production (1 304)*	Sub-Degree (681)#	52.2%

Job Level	Sector	Preferred Educational Level	As a Percentage of Number of MC Employees by Job Level by Sector
Supporting / Technical	Journalism (2 391)*	Sub-Degree (834)#	34.9%
	Digital/ new media (30)*	Senior Secondary (14)#	46.7%
	Advertising and Public Relations+ (3 315)*	Sub-Degree (1 583)#	47.8%
	Media Production (2 679)*	Senior Secondary (1 274)#	47.6%
Overall	Journalism (10 676)*	First Degree (5 408)#	50.7%
	Digital/ new media (534)*	First Degree (202)#	37.8%
	Advertising and Public Relations+ (27 130)*	First Degree (13 472)#	49.7%
	Media Production (4 958)*	Sub-Degree (1 473)#	29.7%

* Total number of MC employees by sector by job level.

Total number of MC employees by preferred educational level by sector by job level.

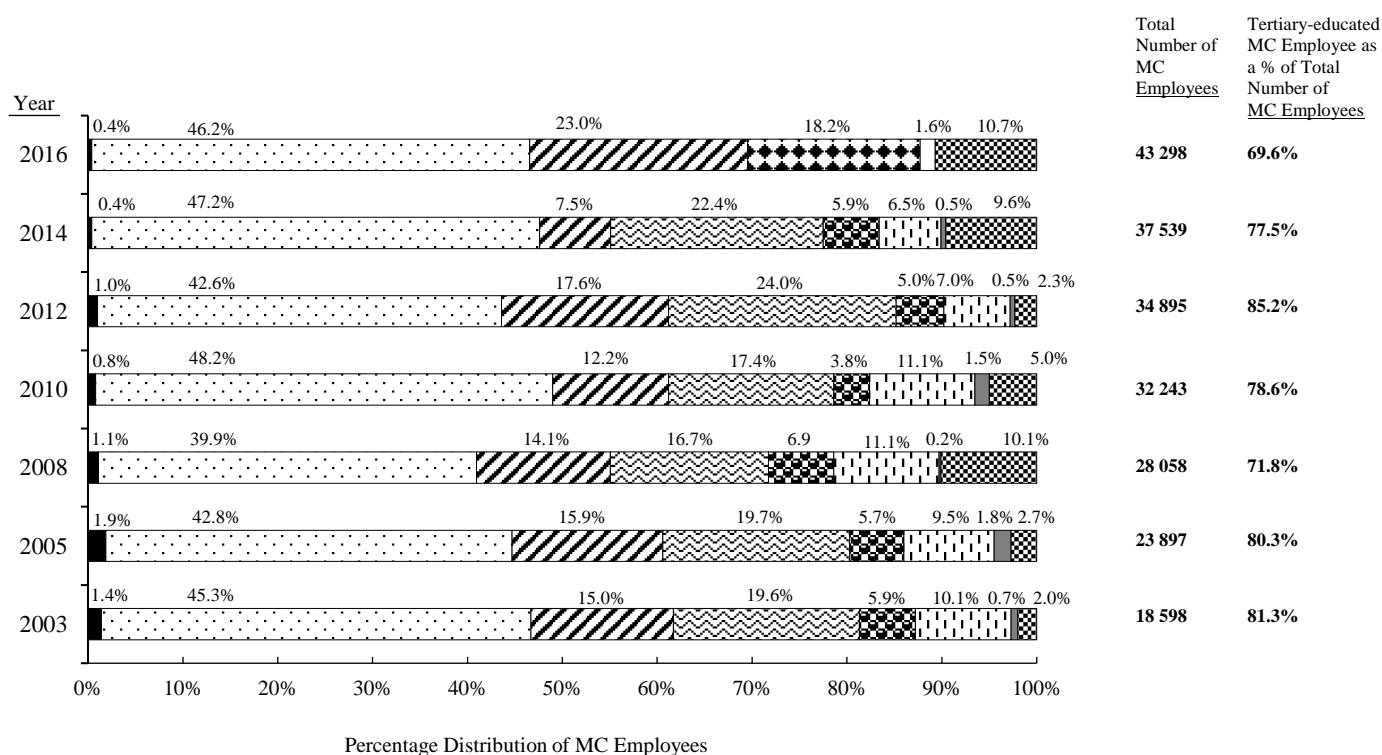
+ Advertising and public relations sector includes advertising sales/PR/marketing department in media organizations.

Note: Number of MC employees include freelancers.

2.37 The Training Board observes that employers generally preferred their MC employees (69.6%) to have tertiary qualifications (i.e. Sub-degree: Associate Degree/ Higher Diploma/ Professional Diploma/ Higher Certificate or above qualifications) (Figure 15). For instance, 86% and 4.2% of the Publisher / Managing Director / President require a bachelor degree or above qualifications and an associate degree / higher diploma qualification respectively (Table 9.7 of Appendix 9) (2014 survey: 89.3% and 2.7%).

2.38 Over the past ten years, the profile of MC manpower by preferred educational level did not differ much. 46.6% of MC employees were preferred to have bachelor degree or above qualifications, and 23% to have associate degree / higher diploma / diploma / higher certificate / certificate qualifications in 2016. (2014 survey: 47.6% and 29.9%). These percentages were significantly higher than the percentage of employed persons in the labour force aged 15 years and above with tertiary qualifications in Q1 2016 (i.e. 30.9% at post-secondary degree level and 9.1% at post-secondary sub-degree / diploma / certificate level). (Source: Labour force figures from the Quarterly Report on General Household Survey – January to March 2016 published by the Census and Statistics Department). The Training Board considers that the MC industry is one of the knowledge-intensive sectors requiring more highly educated and well trained manpower. A comparison of the profile of MC manpower by preferred educational level between 2003 and 2016 is shown in Figure 15.

Figure 15 Profile of MC Manpower by Preferred Educational Level
(December 2003 – January 2016)



Employers' Preferred Years of Relevant Experience of MC Employees

2.39 The survey reveals that in general the majority of employers in the journalism sector preferred MC employees with 5 to less than 7 years of relevant experience for managerial and supervisory level, 2 years to less than 5 years for editorial / production level, and less than 2 years for supporting / technical level. In the digital and new media sector, employers preferred MC employees with 7 years to less than 10 years of relevant experience for managerial level, 5 years to less than 7 years for supervisory level, 2 years to less than 5 years for executional level, and less than 2 years for supporting / technical level. In the advertising and public relations sector, employer preferred MC employees with 10 to less than 15 years of relevant experience for managerial level, 5 years to less than 7 years for supervisory level, 2 years to less than 5 years for executional level, and supporting / technical level. In the media production sector, employer preferred MC employees with 7 to less than 10 years of relevant experience for managerial level, 5 years to less than 7 years for supervisory level, executional level and supporting / technical level. A summary of the employers' preferred years of relevant experience of MC employees by sector by branch by job level is given in Table 2.20. More detailed analyses of the findings by branch by job level by job code / title are presented in Appendix 10.

Table 2.20 Employers' Most Preferred Years of Relevant Experience of MC Employees by Sector by Branch by Job Level

Branch \ Job Level	Managerial	Supervisory	Editorial / Production / Executional	Supporting / Technical
Journalism Sector				
Newspapers	7 to less than 10 years	5 to less than 7 years	2 to less than 5 years	2 to less than 5 years
Magazines	5 to less than 7 years	5 to less than 7 years	2 to less than 5 years	Less than 2 years
News and Information Department in Radio / TV Stations	Unspecified	Unspecified	Unspecified	Unspecified
News Agencies	5 to less than 7 years	2 to less than 5 years	2 to less than 5 years	Less than 2 years
Digital / New Media Sector ⁽¹⁾				
Digital / New Media	7 to less than 10 years	5 to less than 7 years	2 to less than 5 years	Less than 2 years
Advertising and Public Relations Sector				
Public Relations Services Suppliers	10 to less than 15 years	5 to less than 7 years	2 to less than 5 years	No experience required
Advertising Sales / PR / Marketing Department in Media Organizations	7 to less than 10 years	2 to less than 5 years	2 to less than 5 years	Less than 2 years
Advertising Companies, Agencies and other Advertising Services	10 to less than 15 years	5 to less than 7 years	2 to less than 5 years	2 to less than 5 years
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	Unspecified	5 to less than 7 years	2 to less than 5 years	2 to less than 5 years

Branch \ Job Level	Managerial	Supervisory	Editorial / Production / Executorial	Supporting / Technical
Media Production Sector ⁽²⁾				
Production companies	7 to less than 10 years	5 to less than 7 years	5 to less than 7 years	5 to less than 7 years

Note: (1) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.
(2) Media Production Sector is newly introduced in 2016 survey.

2.40 The Training Board observes that employers generally preferred their MC employees to have substantial relevant experience in the industry. For instance, 48.1% of the senior reporter / reporter require having 2 years to less than 5 years' relevant experience and 23.7% of them require having less than 2 years' relevant experience (Table 10.1 of Appendix 10).

Income Range Distribution

2.41 The majority of MC employees (excluding freelancers) in the journalism sector and digital media sector in general earned a total average monthly income range (which included basic salary, overtime pay, cost of living allowance, meal allowance, commission and bonus) from \$30,001 to \$80,000 for managerial level, from \$20,001 to \$50,000 for supervisory level, from \$12,001 to \$30,000 for editorial / production level, and from \$8,001 to \$30,000 for supporting / technical level. The income range distribution of MC employees (excluding freelancers) in the journalism sector by branch by job level is shown in Table 2.21. As this was not a wage survey, the information obtained was for cross-checking purpose only.

Table 2.21 Average Monthly Income Range of MC Employees (**Exclude Freelancers**) in the Journalism Sector and Digital / new media Sector by Branch by Job Level

Job Level	Average Monthly Income								(No. of MC Employees) All
	\$8,000 Or Below	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 Or Above	Unspecified	
Newspapers									
Managerial	-	-	-	14	47	83	2	22	168
Supervisory	-	-	4	300	83	4	1	63	455
Editorial / Production	-	2	1 921	1 054	3	-	-	255	3 235
Supporting / Technical	-	7	789	53	1	-	-	99	949
Sub-total	-	9	2 714	1 421	134	87	3	439	4 807
Magazines									
Managerial	-	20	5	37	95	21	10	44	232
Supervisory	-	-	89	163	127	-	-	76	455
Editorial / Production	-	88	1 186	297	7	-	-	138	1 716
Supporting / Technical	-	78	344	26	3	-	-	65	516
Sub-total	-	186	1 624	523	232	21	10	323	2 919

Job Level	Average Monthly Income								(No. of MC Employees) All
	\$8,000 Or Below	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 Or Above	Unspecified	
News and Information Department in Radio and Television Stations									
Managerial	-	-	-	-	9	17	24	27	77
Supervisory	-	-	5	14	70	53	1	58	201
Editorial / Production	-	1	126	402	200	1	-	559	1 289
Supporting / Technical	-	-	426	264	60	-	-	138	888
Sub-total	-	1	557	680	339	71	25	782	2 455
News Agencies									
Managerial	-	-	2	2	3	5	1	2	15
Supervisory	-	-	8	6	1	-	-	10	25
Editorial / Production	-	-	63	16	26	1	-	44	150
Supporting / Technical	-	-	4	2	-	-	-	-	6
Sub-total	-	-	77	26	30	6	1	56	196
Digital / New Media									
Managerial	-	-	-	1	4	1	5	9	20
Supervisory	-	-	-	20	29	8	-	32	89
Editorial / Production	-	6	98	108	36	-	-	115	363
Supporting / Technical	-	10	7	3	-	-	-	10	30
Sub-total	-	16	105	132	69	9	5	166	502
Grand total of Journalism sector and Digital / New Media sector									
Managerial	-	20	7	54	158	127	42	104	512
Supervisory	-	-	106	503	310	65	2	239	1 225
Editorial / Production	-	97	3 394	1 877	272	2	-	1 111	6 753
Supporting / Technical	-	95	1 570	348	64	-	-	312	2 389
Total	- (-)*	212 (1.9)*	5 077 (46.7)*	2 782 (25.6)*	804 (7.4)*	194 (1.8)*	44 (0.4)*	1 766 (16.2)*	10 879 (100.0)*

* As a percentage of number of MC employees in the journalism sector and digital /new media sector.

2.42 The majority of MC employees (excluding freelancers) in the advertising and public relations sector earned a total average monthly income range from \$30,001 to \$80,000 for managerial level, from \$20,001 to \$50,000 for supervisory level, from \$12,001 to \$30,000 for executional level, and from \$8,001 to \$30,000 for supporting / technical level. The income range distribution of MC employees (excluding freelancers) in the advertising and public relations sector by branch by job level is shown in Table 2.22. More detailed analyses of the findings by branch by job level by job code / title are presented in Appendix 11.

Table 2.22 Average Monthly Income Range of MC Employees (**Exclude Freelancers**) in the Advertising and Public Relations Sector by Branch by Job Level

Job Level	Average Monthly Income								(No. of MC Employees) All
	\$8,000 Or Below	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 Or Above	Unspecified	
Public Relations Services Suppliers									
Managerial	-	-	14	37	72	121	40	136	420
Supervisory	-	8	113	240	120	5	1	202	689
Execuational	8	65	621	171	9	-	-	367	1 241
Supporting / Technical	-	-	-	-	-	-	-	-	-
Sub-total	8	73	748	448	201	126	41	705	2 350
Advertising Sales / PR / Marketing Department in Media Organizations									
Managerial	-	-	2	220	269	217	90	147	945
Supervisory	-	2	172	405	272	99	-	319	1 269
Execuational	-	25	1 129	402	125	-	-	315	1 996
Supporting / Technical	-	7	4	-	-	-	-	-	11
Sub-total	-	34	1 307	1 027	666	316	90	781	4 221
Advertising Companies, Agencies and Other Advertising Services									
Managerial	-	-	1	125	483	293	45	292	1 239
Supervisory	-	51	480	1 409	444	109	-	700	3 193
Execuational	-	64	3 522	1 908	11	-	-	1 002	6 507
Supporting / Technical	-	179	1 641	491	9	-	-	622	2 942
Sub-total	-	294	5 644	3 933	947	402	45	2 616	13 881
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions									
Managerial	-	-	-	28	226	385	268	428	1 335
Supervisory	-	-	127	353	495	55	69	413	1 512
Execuational	-	78	1 106	1 003	275	1	-	590	3 053
Supporting / Technical	-	30	39	6	-	-	-	2	77
Sub-total	-	108	1 272	1 390	996	441	337	1 433	5 977
Grand total of Advertising and Public Relations Sector									
Managerial	-	-	17	410	1 050	1 016	443	1 003	3 939
Supervisory	-	61	892	2 407	1 331	268	70	1 634	6 663
Execuational	8	232	6 378	3 484	420	1	-	2 274	12 797
Supporting / Technical	-	216	1 684	497	9	-	-	624	3 030
Total	8 (-)*	509 (1.9)*	8 971 (33.9)*	6 798 (25.7)*	2 801 (10.6)*	1 285 (4.9)*	513 (1.9)*	5 535 (21.0)*	26 429 (100.0)*

* As a percentage of number of MC employees in the advertising and public relations sector.

2.43 The majority of MC employees (excluding freelancers) in the media production sector earned a total average monthly income range from \$20,001 to \$80,000 for managerial level, from \$12,001 to \$50,000 for supervisory level, from \$12,001 to \$30,000 for execuational level, and from \$8,001 to \$30,000 for supporting/ technical level. The income range

distribution of MC employees (excluding freelancers) in production companies by branch by job level is shown in Table 2.23. More detailed analyses of the findings by branch by job level by job code / title are presented in Appendix 11.

2.44 Table 2.23 shows that employment income has been steadily raising in the MC industry over the two-year period.

Table 2.23 Average Monthly Income Range of MC Employees (Exclude Freelancers) in the Media Production Sector by Branch by Job Level

Job Level	Average Monthly Income								(No. of MC Employees) All
	\$8,000 Or Below	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 Or Above	Unspecified	
Production companies									
Managerial	-	-	21	171	132	54	33	271	682
Supervisory	-	-	78	52	23	2	-	138	293
Executorial	-	13	405	297	42	74	-	175	1 006
Supporting / Technical	-	133	477	179	49	-	-	371	1 209
<i>Sub-total</i>	-	146	981	699	246	130	33	955	3 190
Total	- (-)*	146 (4.6)*	981 (30.8)*	699 (21.9)*	246 (7.7)*	130 (4.1)*	33 (1.0)*	955 (29.9)*	3 190 (100.0)*

* As a percentage of number of MC employees in the advertising and public relations sector.

2.45 Table 2.24 shows that employment income has remained stable in the journalism and digital/ new media sector and has been steadily in the advertising and public relations sector over the two-year period.

Table 2.24 Income Range Distribution of MC Employees (Exclude Freelancers) by Sector

Year	Average Monthly Income								All (No. of MC Employees) (%)*
	\$8,000 Or Below (%)*	\$8,001 - \$12,000 (%)*	\$12,001 - \$20,000 (%)*	\$20,001 - \$30,000 (%)*	\$30,001 - \$50,000 (%)*	\$50,001 - \$80,000 (%)*	\$80,001 Or Above (%)*	Unspecified (%)*	
Journalism Sector									
2014	32 (0.3)	459 (4.3)	3 940 (36.4)	3 568 (33.0)	841 (7.8)	204 (1.9)	106 (1.0)	1 650 (15.3)	10 800 (100.0)
2016	-	196 (1.9)	4 972 (47.9)	2 650 (25.5)	735 (7.1)	185 (1.8)	39 (0.4)	1 600 (15.4)	10 377 (100.0)
Digital/ New Media Sector ⁽¹⁾									
2014	-	1 (0.2)	229 (46.7)	180 (36.7)	31 (6.3)	13 (2.7)	7 (1.4)	29 (5.9)	490 (100.0)
2016	-	16 (3.2)	105 (20.9)	132 (26.3)	69 (13.8)	9 (1.8)	5 (1.0)	166 (33.1)	502 (100.0)

Year	Average Monthly Income								All (No. of MC Employees) (%)*
	\$8,000 Or Below (%)*	\$8,001 - \$12,000 (%)*	\$12,001 - \$20,000 (%)*	\$20,001 - \$30,000 (%)*	\$30,001 - \$50,000 (%)*	\$50,001 - \$80,000 (%)*	\$80,001 Or Above (%)*	Unspecified (%)*	
Advertising and Public Relations Sector									
2014	449 (1.7)	1 693 (6.6)	8 371 (32.6)	4 029 (15.7)	2 956 (11.5)	897 (3.5)	413 (1.6)	6 883 (26.8)	25 691 (100.0)
2016	8 (>0.1)	509 (1.9)	8 971 (33.9)	6 798 (25.7)	2 801 (10.6)	1 285 (4.7)	513 (1.9)	5 535 (21.0)	26 429 (100.0)
Media Production Sector ⁽²⁾									
2014	-	-	-	-	-	-	-	-	-
2016	-	146 (4.6)	981 (30.8)	699 (21.9)	246 (7.7)	130 (4.1)	33 (1.0)	955 (29.9)	3 190 (100.0)
2014 Sub-total	481 (1.3)	2 153 (5.8)	12 540 (33.9)	7 777 (21.0)	3 828 (10.4)	1 114 (3.0)	526 (1.4)	8 562 (23.2)	36 981 (100.0)
2016 Sub-total	8 (>0.1)	867 (2.1)	15 029 (37.1)	10 279 (25.4)	3 851 (9.5)	1 609 (4.0)	590 (1.5)	8 256 (20.4)	40 498 (100.0)

* As a percentage of number of MC employees (excluding freelancers) by sector in the respective year.

Note: (1) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(2) Media Production Sector is newly introduced in 2016 survey.

Advertising and Public Relations Sector

2.46 More recent data from the General Household Survey of the Census and Statistics Department indicated that the median monthly employment earnings (i.e. HK\$15,000 in Q1 2015 and Q1 2016) of employed persons (excluding foreign domestic helpers) remained unchanged in money terms in the first quarter of 2016. However, due to the differences in demand and supply conditions, the average monthly income range of MC employees by job level varied across different branches in the journalism sector and digital media sector (Table 2.21), the advertising & public relations sector (Table 2.22) and media production sector (Table 2.23).

Existing MC Employees' Skills / Knowledge Need to Enhance

2.47 The survey reveals that employers of the industry were generally satisfied with the skills / knowledge of their existing MC employees. However, a percentage of employers indicated their existing MC employees' skills / knowledge need to enhance in response to the various changes (including Hong Kong's transformation into an information and knowledge-based economy). A summary of the findings by percentage of companies having indicated the need to enhance skills / knowledge of MC employees (ranked in descending order of popularity) by sector is shown in Table 2.25. More detailed analyses of the findings by job level and by branch are shown in Appendix 12.

Table 2.25 Percentage of Companies Having Indicated their MC Employees' Skills / Knowledge Need to Enhance (Ranked in Descending Order of Popularity) by Type of Skills / Knowledge by Sector

Skills / Knowledge	Overall		Journalism Sector ⁽¹⁾		Digital/ new media Sector ⁽¹⁾⁽²⁾		Advertising and Public Relation Sector		Media Production Sector ⁽³⁾	
	Rank	%*	Rank	%*	Rank	%*	Rank	%*	Rank	%*
Sales/marketing strategic planning	1	31.9	43	0.4	37	0.0	1	44.4	27	0.0
Multimedia knowledge and applications	2	28.0	37	0.8	23	4.3	2	38.9	27	0.0
Creativity and cultural insights	3	25.7	54	0.0	37	0.0	3	35.9	27	0.0
Account strategic planning	4	21.9	54	0.0	37	0.0	4	30.5	27	0.0
Spoken English	5	21.6	23	19.8	18	30.4	6	20.5	10	25.4
Putonghua	6	21.0	14	30.8	1	60.9	7	20.4	12	19.2
Market research applications	7	20.1	43	0.4	37	0.0	5	28.0	27	0.0
Written English	8	19.4	4	41.4	13	39.1	9	17.3	14	19.0
Written Chinese	9	16.3	2	46.0	16	34.8	13	14.6	16	12.6
Political system, social and economic development in the mainland of China	10	16.0	5	40.5	6	52.2	18	12.6	12	19.2
Self-management	11	14.7	12	32.9	1	60.9	21	10.4	11	22.5
Marketing management	12	13.5	18	22.4	9	43.5	15	13.8	19	8.9
Corporate communications/public relations/public affairs management	13	13.3	27	13.1	13	39.1	15	13.8	18	10.8
Production management	14	13.0	19	21.9	9	43.5	22	7.9	8	26.3
Consumer database management	15	12.8	43	0.4	37	0.0	8	17.8	27	0.0
Industry practices in the mainland of China	16	11.7	15	28.7	1	60.9	20	10.6	20	8.7
PR consultation /presentation skills		11.7	37	0.8	23	4.3	10	16.2	27	0.0
Media planning and market research	18	11.3	37	0.8	37	0.0	11	15.7	27	0.0
Innovative media research and applications	19	10.6	43	0.4	37	0.0	12	14.8	27	0.0
Social media marketing	20	10.3	37	0.8	23	4.3	14	14.2	27	0.0

Skills / Knowledge	Overall		Journalism Sector ⁽¹⁾		Digital/ new media Sector ⁽¹⁾⁽²⁾		Advertising and Public Relation Sector		Media Production Sector ⁽³⁾	
	Rank	%*	Rank	%*	Rank	%*	Rank	%*	Rank	%*
Application of new technologies	21	10.0	43	0.4	23	4.3	58	0.0	1	46.8
Website design and supporting skills	22	9.9	37	0.8	23	4.3	17	13.7	27	0.0
Computer literacy skills	23	9.8	43	0.4	23	4.3	38	0.1	2	45.6
Multi-tasking skills	24	9.4	54	0.0	37	0.0	38	0.1	3	44.0
Project management	25	8.1	54	0.0	23	4.3	19	11.3	27	0.0
Strategic planning management	26	7.1	25	18.6	13	39.1	23	7.3	25	2.2
Human resources management	27	6.8	28	11.8	21	26.1	27	3.7	15	15.0
Translation	28	6.7	17	23.2	18	30.4	24	4.9	23	6.9
Intellectual property and copyright law	29	6.7	54	0.0	23	4.3	38	0.1	4	31.1
Media law and ethics	30	6.4	54	0.0	23	4.3	38	0.1	5	29.9
Innovation media technology products	31	6.3	43	0.4	23	4.3	38	0.1	6	29.4
Crisis management	32	6.1	29	11.4	9	43.5	25	4.8	21	8.1
TV/media production skills	33	5.7	43	0.4	23	4.3	58	0.0	8	26.3
Visual design and aesthetics		5.7	43	0.4	37	0.0	38	0.1	7	26.7
Financial management	35	5.4	33	8.9	22	17.4	26	4.4	22	7.5
Reporting and editing skills	36	3.8	1	57.8	37	0.0	38	0.1	27	0.0
Specific Technical skills	37	2.9	43	0.4	5	56.5	28	3.5	27	0.0
Computer literacy skills	38	2.8	3	42.2	37	0.0	38	0.1	27	0.0
Application of new media technologies in editorial work	39	2.7	5	40.5	37	0.0	38	0.1	27	0.0
Critical thinking skills and cross-media knowledge	40	2.6	54	0.0	37	0.0	38	0.1	17	11.8
Media law and ethics	41	2.3	7	34.6	37	0.0	38	0.1	27	0.0
Multi-tasking skills		2.3	7	34.6	23	4.3	58	0.0	27	0.0
Integration of new technology with the news work flow	43	2.2	10	34.2	37	0.0	58	0.0	27	0.0
Print/TV/media production skills		2.2	7	34.6	37	0.0	58	0.0	27	0.0
Intellectual property and copyright law		2.2	11	33.8	37	0.0	38	0.1	27	0.0
News curation	46	2.1	13	32.1	37	0.0	58	0.0	27	0.0
Global vision/cultural-setting skill	47	1.7	16	25.3	37	0.0	38	0.1	27	0.0
(Content) Research skills		1.7	34	5.1	9	43.5	29	1.6	27	0.0
Innovative media technology products	49	1.5	19	21.9	23	4.3	38	0.1	27	0.0

Skills / Knowledge	Overall		Journalism Sector ⁽¹⁾		Digital/ new media Sector ⁽¹⁾⁽²⁾		Advertising and Public Relation Sector		Media Production Sector ⁽³⁾	
	Rank	%*	Rank	%*	Rank	%*	Rank	%*	Rank	%*
Strategic news planning	50	1.4	21	21.1	37	0.0	58	0.0	27	0.0
Integration of the Internet with journalism		1.4	21	21.1	37	0.0	38	0.1	27	0.0
Research skills		1.4	54	0.0	37	0.0	38	0.1	24	6.4
Social media applications	53	1.3	23	19.8	37	0.0	38	0.1	27	0.0
Technology development insights	54	1.2	35	4.2	18	30.4	31	1.0	27	0.0
Data analysis	55	1.0	26	13.9	37	0.0	38	0.1	27	0.0
New media technology for public engagement and promotion		1.0	35	4.2	16	34.8	36	0.7	27	0.0
Creativity and cultural insights		1.0	54	0.0	6	52.2	31	1.0	27	0.0
Others – Industry Specific Skills (Advertising and Public Relations Sector) e.g.: Finance knowledge, Intellectual property and copyright law, Computer Graphic/ Artwork design, Research skills related to advertising product and media technology development	55	1.0	54	0.0	37	0.0	30	1.4	27	0.0
Others – Language Skills, e.g.: Korean, Japanese, Chinese Dialect	59	0.9	37	0.8	37	0.0	33	0.9	26	0.9
Hardware and Software (Interaction design)		0.9	43	0.4	1	60.9	36	0.7	27	0.0
Critical thinking skills and cross-disciplinary knowledge	61	0.8	29	11.4	37	0.0	38	0.1	27	0.0
Application of new media technologies on various media projects		0.8	54	0.0	8	47.8	34	0.8	27	0.0
Audience research	63	0.7	31	10.1	37	0.0	58	0.0	27	0.0
Trends and changes of the financial market		0.7	32	9.7	37	0.0	58	0.0	27	0.0
Others – Administrative/ Time management skills, Mentorship	65	0.5	54	0.0	37	0.0	34	0.8	27	0.0
Others – Industry Specific Skills (Advertising and Public Relations Sector) e.g.: Advertisement/ Hardware or software Interaction Design, Computer software knowledge	66	0.1	54	0.0	37	0.0	38	0.1	27	0.0
Others – Customer Service, Communication skills	67	0.0	54	0.0	23	4.3	58	0.0	27	0.0

* As a percentage of total companies having indicated the need to enhance skills / knowledge of MC employees.

Notes: (1) Journalism and Digital/ New media sector includes advertising sales / public relations / marketing department in media organizations in 2016.

(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(3) Media Production Sector is newly introduced in 2016 survey.

2.48 The Training Board considers that the ability to compete and succeed in the global information economy hinges on the quality and skills / knowledge of a reservoir of MC manpower. Therefore, the development of a skilled MC workforce in the workplace is essential for the long term development of Hong Kong. A comparison of the top essential skills / knowledge that the existing MC employees in the industry need to enhance (ranked in descending order of popularity) by sector is shown in Table 2.26.

Table 2.26 Comparison of Top Essential Skills / Knowledge by Sector
(Ranked in Descending Order of Popularity)

Rank	Journalism Sector ⁽¹⁾	Digital/ New Media Sector ⁽¹⁾⁽²⁾	Advertising and Public Relations Sector	Media Production Sector ⁽³⁾
1	Reporting and editing skills	Putonghua	Sales/marketing strategic planning	Application of new technologies
		Self-management		
		Industry practices in the mainland of China		
		Hardware and Software (Interaction design)		
2	Written Chinese	-	Multimedia knowledge and applications	Computer literacy skills
3	Computer literacy skills	-	Creativity and cultural insights	Multi-tasking skills
4	Written English	-	Account strategic planning	Intellectual property and copyright law
5	Political system, social and economic development in the mainland of China Application of new media technologies in editorial work	Specific Technical skills	Market research applications	Media law and ethics
6	-	Political system, social and economic development in the mainland of China	Spoken English	Innovation media technology products
		Creativity and cultural insights		
7	Media law and ethics	-	Putonghua	Visual design and aesthetics
	Multi-tasking skills			
	Print/TV/media production skills			
8	-	Application of new media technologies on various media projects	Consumer database management	Production management
				TV/media production skills

- Notes: (1) Journalism and Digital/ New media sector includes advertising sales / public relations / marketing department in media organization in 2016.
(2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.
(3) Media Production Sector is newly introduced in 2016 survey.

2.49 The Training Board observes that the top essential skill / knowledge in the journalism sector, the advertising and public relations sector and the media production sector are “Reporting and editing skills”, “Sales/marketing strategic planning” and “Application of new technologies” respectively, while for the digital/ new media sector, “Putonghua”, “Self-management”, “Industry practices in the mainland of China” and “Hardware and Software (Interaction design)” are considered as the skill / knowledge that employees should enhance. The Training Board also observes that the emergence of various types of management and technology skills within the top eight has reflected the situation that companies are more aware of the establishment of the above skills / knowledge to enhance their competitiveness in the globally connected world.

Manpower Training and Development Plan

Training Needs of Existing MC Employees

2.50 The survey reveals that employers would plan to provide / sponsor training in respect of skills and knowledge to 11 154 MC employees (in terms of man-times) in the next 12 months (2014 survey: 4 561 MC employees). The Training Board observes that MC employers are more aware of importance of manpower training and development. The number of training places planned to be provided / sponsored by employers in the next 12 months by sector by job level by type of skills / knowledge is shown in Table 2.27. More detailed analyses of the findings by sector by branch by job level by type of skills / knowledge are presented in Appendix 13.

Table 2.27 Number of Training Places Planned to be Provided / Sponsored by Employers in the Next 12 Months by Sector by Job Level by Type of Skills / Knowledge

Type of Skills / Knowledge Job Level	Management Skills	China-related Knowledge	Language Skills	Innovative Media Technology				Industry Specific Skills				Others	Overall
				Journalism Sector	Digital / New Media Sector	Advertising and Public Relations Sector	Media production Sector	Journalism Sector	Digital / New Media Sector	Advertising and Public Relations Sector	Media production Sector		
Journalism Sector													
Managerial	124	115	106	119	-	-	-	127	-	-	-	2	593
Supervisory	62	241	249	304	-	-	-	302	-	-	-	-	1 158
Editorial / Production	130	596	505	672	-	-	-	755	-	-	-	5	2 663
Supporting / Technical	-	4	81	102	-	-	-	85	-	-	-	2	274
Sub-total	316	956	941	1 197	-	-	-	1 269	-	-	-	9	4 688
Rank	5	3	4	2	-	-	-	1	-	-	-	6	-

Type of Skills / Knowledge Job Level	Management Skills	China-related Knowledge	Language Skills	Innovative Media Technology				Industry Specific Skills				Others	Overall
				Journalism Sector	Digital / New Media Sector	Advertising and Public Relations Sector	Media production Sector	Journalism Sector	Digital / New Media Sector	Advertising and Public Relations Sector	Media production Sector		
Digital / New Media Sector ⁽¹⁾													
Managerial	19	9	9	-	10	-	-	-	10	-	-	-	57
Supervisory	15	7	7	-	10	-	-	-	14	-	-	-	53
Editorial / Production	63	63	78	-	78	-	-	-	83	-	-	-	365
Supporting / Technical	-	-	-	-	-	-	-	-	3	-	-	-	3
Sub-total	97	79	94	-	98	-	-	-	110	-	-	-	478
Rank	3	5	4	-	2	-	-	-	1	-	-	-	-
Advertising and Public Relations Sector													
Managerial	399	21	235	-	-	153	-	-	1	219	-	-	1 028
Supervisory	415	18	172	1	2	301	-	1	7	428	-	-	1 345
Executional	42	13	299	1	2	750	2	1	1	1 160	1	-	2 272
Supporting / Technical	6	1	11	-	-	240	-	-	-	125	-	-	383
Sub-total	862	53	717	2	4	1 444	2	2	9	1 932	1	0	5 028
Rank	3	5	4	8	7	2	8	8	6	1	11	-	-

Type of Skills / Knowledge Job Level	Management Skills	China-related Knowledge	Language Skills	Innovative Media Technology				Industry Specific Skills				Others	Overall
				Journalism Sector	Digital / New Media Sector	Advertising and Public Relations Sector	Media production Sector	Journalism Sector	Digital / New Media Sector	Advertising and Public Relations Sector	Media production Sector		
Media Production Sector ⁽²⁾													
Managerial	33	-	1	-	-	-	134	-	-	-	57	-	225
Supervisory	28	-	28	-	-	-	44	-	-	-	51	-	151
Executional	-	-	-	-	-	-	79	-	-	-	125	-	204
Supporting / Technical	-	-	104	-	-	-	128	-	-	-	148	-	380
Sub-total	61	-	133	-	-	-	385	-	-	-	381	-	960
Rank	4	-	3	-	-	-	1	-	-	-	2	-	
Total	1 336	1 088	1 885	1 199	102	1 444	387	1 271	119	1 932	382	9	11 154

Note: (1) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

(2) Media Production Sector is newly introduced in 2016 survey.

2.51 To cater for the development of a knowledge-based and technology-driven economy, the Training Board considers that employers will normally be prepared to invest in training existing MC employees in any new technology that is critical to their operations so that employees can reasonably expect a lifetime of technical challenge to stimulate them in the ever-changing world of MC.

Manpower Growth and Forecast

Employers' Forecast of MC Manpower Demand in January 2017

2.52 The findings of the survey reflect the manpower situation of the MC industry in January 2016. However, the current uncertainty in global financial markets might have an effect on the MC manpower demand. The manpower data and forecast in the report should therefore be read in this context.

2.53 Employers forecast that there would be 43 929 MC posts in January 2017, a decrease of 0.01% (5) over the number of existing MC posts (43 934). Among the job levels in the advertising and public relations sector (Table 2.10), supervisory level recorded the highest growth rate of 0.93% (63), followed by executional level 0.07% (10). Employers' forecast of MC manpower demand in January 2017 by sector is shown in Table 2.28. More detailed analyses of the findings by branch by job level by job code / title are presented in Appendix 4.

Table 2.28 Employers' Forecast of MC Manpower Demand in January 2017 by Sector

Sector	No. of MC Employees (Excl. Freelancers) in January 2016	No. of Freelancers in January 2016	No. of Vacancies in January 2016	Manpower Demand ⁽⁴⁾ in January 2016	January 2017 Employers' Forecast Manpower Growth (%)*	January 2017 Employers' Forecast No. of MC Posts
Journalism	10 377	299	150	10 826	-1 (-0.01)	10 825
Digital/ New Media ⁽¹⁾	502	32	19	553	- (-)	573
Advertising and Public Relations ⁽²⁾	26 429	701	449	27 559	7 (0.03)	27 566
Media Production ⁽³⁾	3 190	1 768	18	4 976	-11 (-0.22)	4 965
Total	40 498	2 800	636	43 934	-5 (-0.01)	43 929

- * As a percentage of total number of MC posts by sector in January 2016.
- Notes: (1) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey
(2) Advertising and public relations sector includes advertising sales / public relations / marketing department in media organizations.
(3) Media Production Sector is newly introduced in 2016 survey.
(4) Manpower Demand includes the number of existing MC employees, number of freelancers, and number of vacancies.
(5) Figures may not add up to their totals due to rounding.

Additional Manpower Requirement in January 2017

2.54 On the basis of employers' forecast of MC manpower growth in January 2017 (Table 2.28 and Appendix 4) and the estimated annual wastage rate of 3.0% adopted, the Training Board has worked out the additional manpower requirement in January 2017 in the journalism, digital / new media, advertising & public relations and media production sectors by branch by job level in Tables 2.29, 2.30 and 2.31.

Table 2.29 Additional Manpower Requirement in the Journalism Sector⁽¹⁾ and Digital/ New Media⁽¹⁾⁽²⁾ in January 2017 by Branch by Job Level

Job Level	No. of MC Employees (include Freelancers) in January 2016	Employers' Forecast of MC Manpower Growth in January 2017	No. of MC Employees to Replenish Wastage *	Total No. of Additional MC Employees in January 2017
Newspapers				
Managerial	168	-	5	5
Supervisory	455	-	14	14
Editorial / Production	3 271	-	98	98
Supporting / Technical	953	-1	29	28
Sub-total	4 847	-1	146	145
Magazines				
Managerial	232	-	7	7
Supervisory	473	1	14	15
Editorial / Production	1 877	-3	56	53
Supporting / Technical	543	-	16	16
Sub-total	3 125	-2	93	91
News and Information Department in Radio / TV Stations				
Managerial	77	-	2	2
Supervisory	201	-	6	6
Editorial / Production	1 329	-	40	40
Supporting / Technical	889	-	27	27
Sub-total	2 496	-	75	75
News Agencies				
Managerial	15	-	-	-
Supervisory	27	-	1	1
Editorial / Production	160	2	5	7
Supporting / Technical	6	-	-	-
Sub-total	208	2	6	8
Digital / New Media⁽¹⁾⁽²⁾				
Managerial	20	-	1	1
Supervisory	105	-	3	3
Editorial / Production	379	-	11	11
Supporting / Technical	30	-	1	1
Sub-total	534	-	16	16
Total	11 210	-1	336	335

* A wastage rate of 3% per annum is assumed.

- Notes:
- (1) Journalism sector and Digital / New Media sector exclude advertising sales / PR / marketing department in media organizations.
 - (2) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.
 - (3) "Wastage rate" is defined as the percentage of MC employees leaving their current MC jobs and taking up non-MC positions and for other reasons, out of the total number of MC employees.
 - (4) Figures may not add up to their total due to rounding.

Table 2.30 Additional Manpower Requirement in the Advertising and Public Relations Sector in January 2017 by Branch by Job Level

Job Level	No. of MC Employees (include Freelancers) in January 2016	Employers' Forecast of MC Manpower Growth in January 2017	No. of MC Employees to Replenish Wastage*	Total No. of Additional MC Employees in January 2017
Public Relations Services Suppliers				
Managerial	420	-	13	13
Supervisory	690	5	21	26
Executional	1 252	9	38	47
Supporting / Technical	102	-	3	3
Sub-total	2 464	14	75	89
Advertising Sales / PR / Marketing Department in Media Organizations				
Managerial	945	-	28	28
Supervisory	1 269	24	38	62
Executional	2 016	-	60	60
Supporting / Technical	11	-	-	-
Sub-total	4 241	24	126	150
Advertising Companies, Agencies & other Advertising Services				
Managerial	1 239	- 15	37	22
Supervisory	3 195	34	96	130
Executional	6 883	5	206	211
Supporting / Technical	3 125	- 51	94	43
Sub-total	14 442	- 27	433	406
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions				
Managerial	1 335	-	40	40
Supervisory	1 516	-	45	45
Executional	3 055	-4	92	88
Supporting / Technical	77	-	2	2
Sub-total	5 983	-4	179	175
Total	27 130	7	813	820

- * A wastage rate ⁽¹⁾ of 3% per annum is assumed.
- Notes: (1) "Wastage rate" is defined as the percentage of MC employees leaving their current MC jobs and taking up non-MC positions and for other reasons, out of the total number of MC employees.
- (2) Figures may not add up to their total due to rounding.

Table 2.31 Additional Manpower Requirement in the Media Production Sector in January 2017 by Branch by Job Level

Job Level	No. of MC Employees (include Freelancers) in January 2016	Employers' Forecast of MC Manpower Growth in January 2017	No. of MC Employees to Replenish Wastage*	Total No. of Additional MC Employees in January 2017
Production Companies				
Managerial	682	-5	20	15
Supervisory	293	-	9	9
Executorial	1 304	-	39	39
Supporting / Technical	2 679	-6	80	74
Total	4 958	-11	148	137

* A wastage rate ⁽¹⁾ of 3% per annum is assumed.

- Notes: (1) "Wastage rate" is defined as the percentage of MC employees leaving their current MC jobs and taking up non-MC positions and for other reasons, out of the total number of MC employees.
(2) Figures may not add up to their total due to rounding.

Projected Annual Additional Manpower Requirement for 2016/20

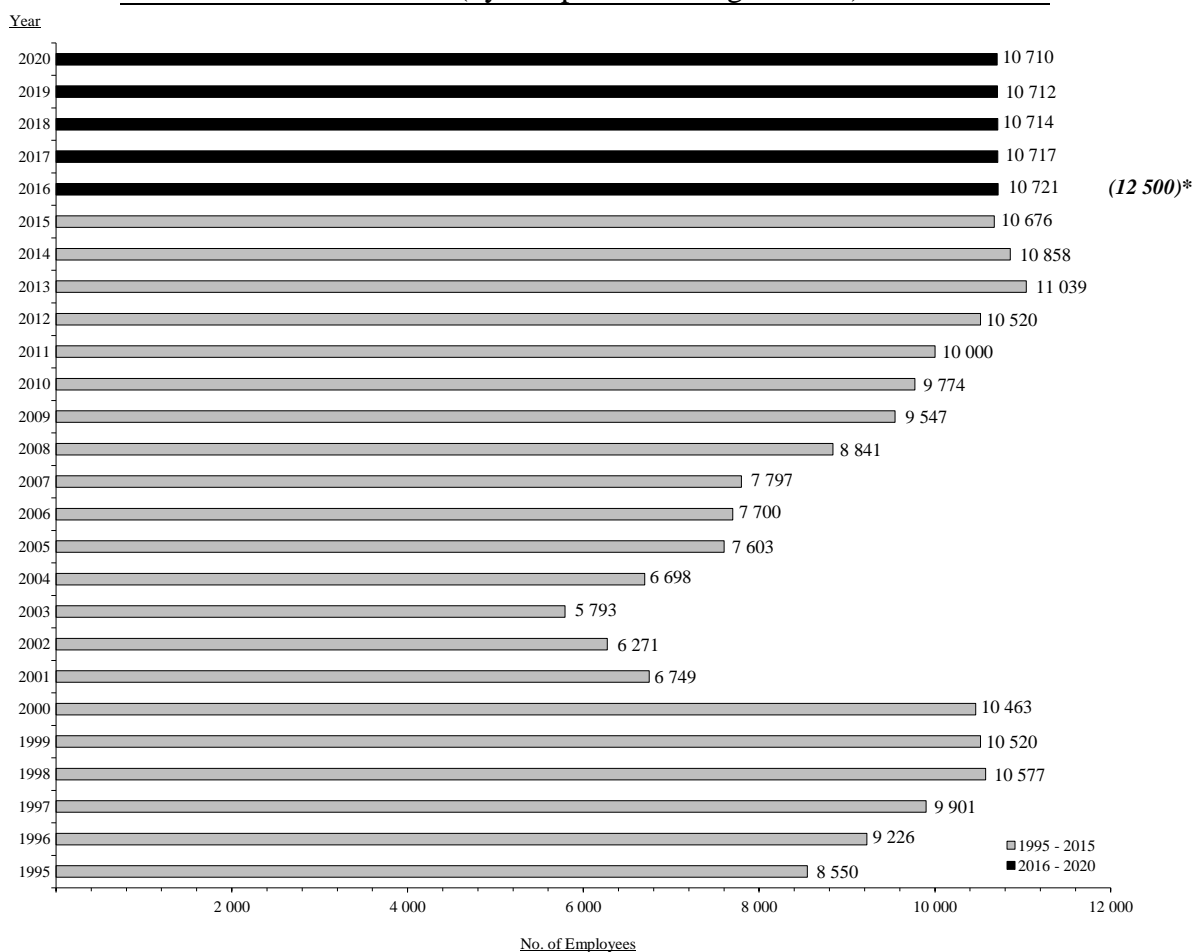
2.55 The projection of MC manpower requirement must relate to labour market needs and respond to rapid economic and social changes. Assessment of future manpower demand is not easy and involves the exercise of judgement based upon certain assumptions and economic analysis. The basic assumptions for projecting manpower requirement of the MC industry are shown as follows:

- (i) A continuation of the relatively high levels of economic activities and employment.
- (ii) A continuation of scientific and technological advance, affecting the industrial methods of production, educational services, and consumption patterns.
- (iii) The absence of war or any other cataclysmic events which would substantially alter the rate of economic growth.

2.56 As MC is a rapidly changing and developing field, an accurate manpower projection method is required for educational planning purposes. Since it takes a number of years to educate and train people for MC jobs, industry needs must be anticipated sufficiently far in advance to allow time for training. Failure to anticipate the needs and to develop the required high-level MC manpower may seriously impede economic progress.

2.57 An adaptive filtering method is used to project the annual manpower requirement of the journalism sector and digital/ new media sector for 2016/20. This method produces projections based on the past and present survey data (with heavier weight given to the more recent data). The Training Board selects the most appropriate projection by taking into consideration the socio-economic prospects and overall trend of the industry, employers' one-year forecast, and the annual wastage rate. Manpower projection of the journalism sector and digital/ new media sector for 2016/20 using the adaptive filtering method is shown in Figure 16a and 16b.

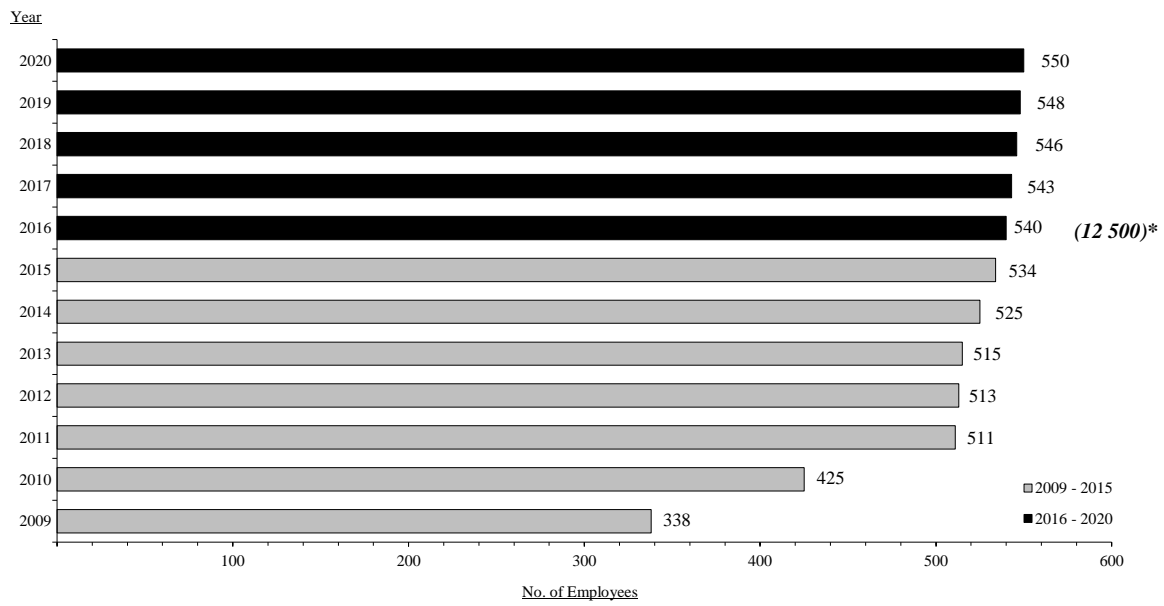
Figure 16a Manpower Projection of the Journalism Sector for 2016/20
(by Adaptive Filtering Method)



* Figure in bracket denotes the MC manpower projection of the journalism sector and the digital/ new media sector for 2016 in the 2014 survey.

- Notes:
- (1) 2016, 2017, 2018, 2019 and 2020 projected data in January of the subsequent year.
 - (2) 2007, 2009, 2011 and 2013 actual survey data in January of the subsequent year.
 - (3) 1995, 1997, 1999, 2001, 2003 and 2005 actual survey data in November/December of the year.

Figure 16b Manpower Projection of the Digital/ New media Sector for 2016/20
(by Adaptive Filtering Method)

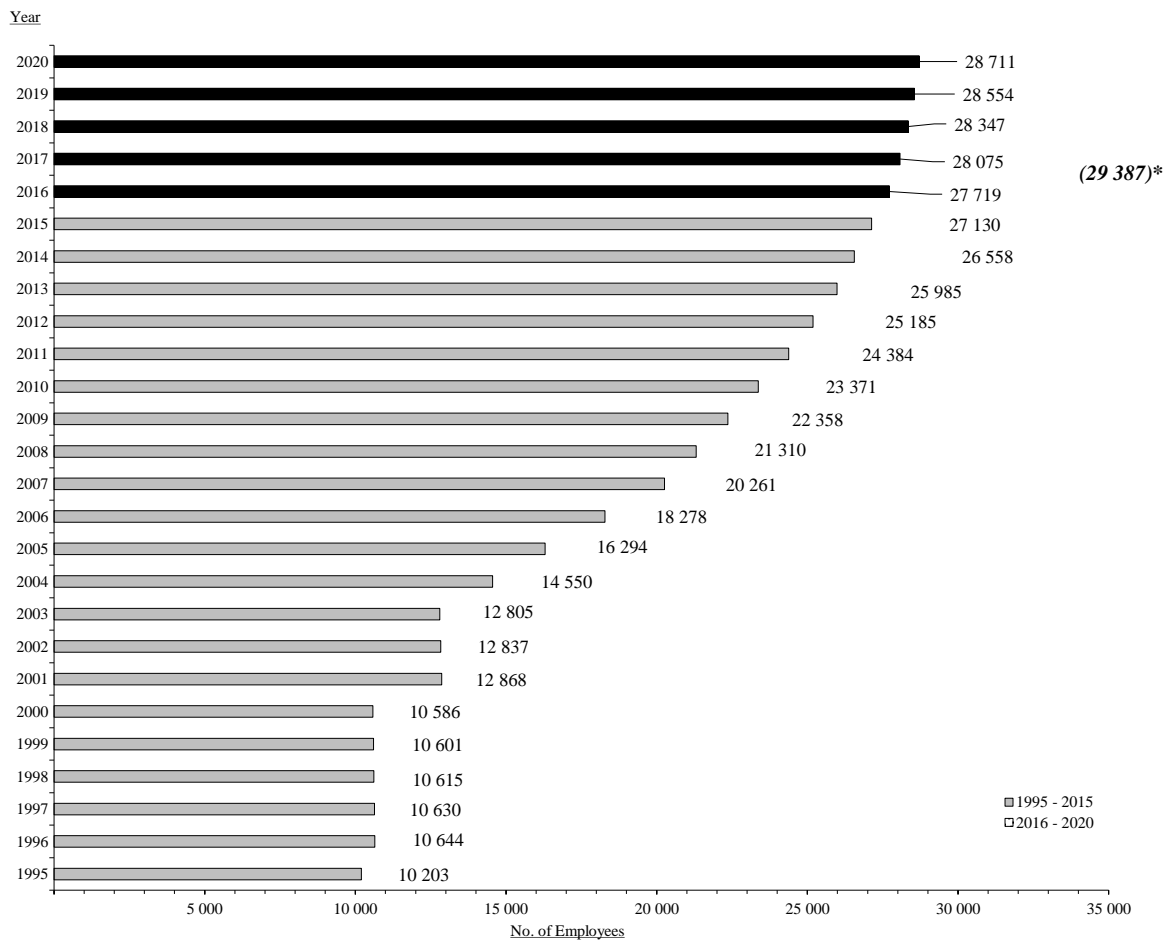


* Figure in bracket denotes the MC manpower projection of the journalism sector and the digital/ new media sector for 2016 in the 2014 survey.

- Notes:
- (1) 2016, 2017, 2018, 2019 and 2020 projected data in January of the subsequent year.
 - (2) 2009, 2011, 2013 and 2015 actual survey data in January of the subsequent year.

2.58 A labour market analysis (LMA) approach is adopted for projecting the annual manpower requirement of the advertising and public relations sector by examining a group of key statistical data / economic indicators collected by a reliable and independent authority that reflect the important changes in local economy, demography and labour market. A variable reduction method called Principal Component Analysis is used to select and create variables / components from the sets of economic indicators for use in building and maintaining the statistical model. Manpower projection of the advertising and public relations sector for 2016/20 using the LMA approach is shown in Figure 17 and the details in Appendix 14.

Figure 17 Manpower Projection of the Advertising and Public Relations Sector⁽¹⁾ for 2016/20 (by Labour Market Analysis Approach)



* Figure in bracket denotes the MC manpower projection of the advertising and public relations sector for 2016 in the 2014 survey.

- Notes:
- (1) Advertising and public relations sector includes advertising sales / PR / marketing department in media organizations.
 - (2) 2016, 2017, 2018, 2019 and 2020 projected data in January of the subsequent year.
 - (3) 2007, 2009, 2011 and 2013 actual survey data in January of the subsequent year.
 - (4) 1995, 1997, 1999, 2001, 2003 and 2005 actual survey data in November/December of the year.

2.59 The Training Board observes from Figures 16 and 17 that the actual outturns of the MC manpower requirement in January 2016 in respect of the journalism sector and the digital/new media sector (10 676+534=11 210) and the advertising and public relations sector ⁽¹⁾ (27 130) fall in line with MC manpower projection for the journalism sector and the digital/new media sector (12 500) and the advertising and public relations sector (29 387) in the 2014 survey with absolute percentage errors of 11.5% and 8.3% respectively. The Training Board believes that as the pace of globalization continues to accelerate, supported by domestic consumption as well as CEPA, the manpower requirement of the MC industry will be stable in the long run. Based on Figures 16 and 17, the projected annual additional manpower requirement for 2016/20 by sector is shown in Table 2.32.

Table 2.32 Projected Annual Additional Manpower Requirement for 2016/20 by Sector

Sector	Projected Average Annual Manpower Requirement (A)	Projected Average Annual Manpower Growth (B)	No. of Employees to Replenish Wastage * (C) = (A) x 0.03	Projected Annual Additional Manpower Requirement (D) = (B) + (C)
Journalism	10 715	7	321	328
Digital/ new media ⁽¹⁾	545	3	16	19
Advertising and Public Relations	28 281	316	848	1 164
Media Production ⁽²⁾	4 958 [^]	- [^]	148	148
Total	44 499	326	1 333	1 659

* A wastage rate of 3.0% per annum is assumed.

[^] As no historical data of Media Production sector is available, manpower growth (B) cannot be projected. It is assumed the annual manpower requirement (A) for 2016/20 will be same as the actual no. of employees in 2016.

- Notes: (1) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.
 (2) Media Production sector is newly introduced in 2016 survey.
 (3) Figures may not add up to their totals due to rounding.

Distribution of Projected Annual Additional Manpower Requirement for 2016/20 by Preferred Educational Level by Sector

2.60 By adopting employers' preferred educational level of MC employees in Paragraph 2.38 and Appendix 9, the Training Board estimates the distribution of projected annual additional manpower requirement for 2016/20 by preferred educational level by sector in Table 2.33.

Table 2.33 Distribution of Projected Annual Additional Manpower Requirement for 2016/20 by Preferred Educational Level by Sector

Sector \ Educational Level	Postgraduate (Higher degree (e.g. master degree) or equivalent) (%)*	First Degree (First degree or equivalent) (%)*	Sub-degree (Associate degree, Higher / Professional Diploma, Higher Certificate or equivalent) (%)*	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) (%)*	Junior Secondary (Secondary 1-3 or equivalent) (%)*	Total (%)*
Journalism	1 (0.3)	195 (59.5)	71 (21.7)	60 (18.4)	1 (0.1)	328 (100.0)
Digital/ new media ⁽¹⁾	1 (0.3)	11 (58.9)	4 (22.4)	3 (18.4)	0 (0.1)	19 (100.0)
Advertising and Public Relations	5 (0.4)	634 (54.5)	298 (25.6)	220 (18.9)	7 (0.6)	1 164 (100.0)
Media Production	1 (0.8)	31 (20.9)	50 (33.5)	49 (33.0)	17 (11.8)	148 (100.0)
Total	8 (0.5)	871 (52.5)	423 (25.5)	332 (20.0)	25 (1.5)	1659 (100.0)
	879			780		

- * As a percentage of total number of projected annual additional MC manpower requirement in the respective sector.
- Notes: (1) Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.
(2) Advertising and public relations sector includes advertising sales / PR / marketing department in media organizations.
(3) "Unspecified cases" in the respective sectors have been distributed among various educational levels on a pro-rata basis.
(4) Figures may not add up to their totals due to rounding.

Estimated Supply of MC Graduates for 2016/20 from Local Educational Institutes

2.61 Based on the information provided by UGC-funded institutions, Vocational Training Council and other local tertiary institutions, Table 2.34 and Appendices 15 & 16 show the existing planned output of their graduates from UGC / Government-funded and self-financed MC programmes for 2016/20 by educational level.

Table 2.34 Planned Output of Graduates from UGC / Government-Funded and Self-Financed MC Programmes for 2016/20 by Educational Level

Year Edu. Level	2016		2017		2018		2019		2020		Planned Average Annual Output of MC Graduates		
	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	Total
PgD	37	1 135	48	1 126	46	1 021	40	967	35	965	42	1 043	1 085
DEG	711	827	773	710	715	687	730	632	721	686	730	709	1 439
AD	-	67	-	58	-	43	-	60	-	60	-	58	58
HD	990	623	980	545	675	540	675	540	675	540	799	558	1 357
Year Total	1 738	2 652	1 801	2 439	1 436	2 291	1 445	2 199	1 431	2 251	1 571	2 368	3 939

- Notes: (1) DEG - First Degree PgD - Postgraduate Degree / Diploma / Certificate
 AD - Associate Degree HD - Higher Diploma
 GF - UGC / Government-Funded SF - Self-Financed
 (2) Figures may not add up to their totals due to rounding.

2.62 Supply of graduates including those existing MC employees who take upgrading courses is related to participation rate, which is the percentage of graduates in MC programmes who will actually join the MC industry. After studying the Employment Surveys of Full-time UGC-funded Institutions Graduates in Figure 19, the Training Board concludes that the successful participation rates for full-time first-degree graduates would not be less than 76.9% and for full-time sub-degree graduates would not be less than 40.0% for 2016/20. Accordingly, the average annual supply of graduates in MC programmes joining the MC industry (from local educational and training institutions) for 2016/20 by educational level is estimated in Table 2.35.

Table 2.35 Estimated Average Annual Supply of Graduates in MC Programmes for 2016/20 by Educational Level

Educational Level	Planned Average Annual Output of MC Graduates		Average* Successful Participation Rate	Estimated Average Annual Supply of MC Graduates			
	GF	SF		GF	SF	Total	
Postgraduate Degree / Diploma / Certificate	42	1 043	0.6	25	626	651	1 757
First Degree	730	709	0.77	561	545	1 106	
Associate Degree	-	58	0.4	-	23	23	566
Higher Diploma	799	558	0.4	320	223	543	
Total	1 571	2 368		906	1 417	2 323	

* Based on the Employment Surveys of the Full-time Graduates from MC Programmes of the UGC-funded Institutions, Hong Kong Institute of Vocational Education and Hong Kong Design Institute in Academic Year 2014/15.

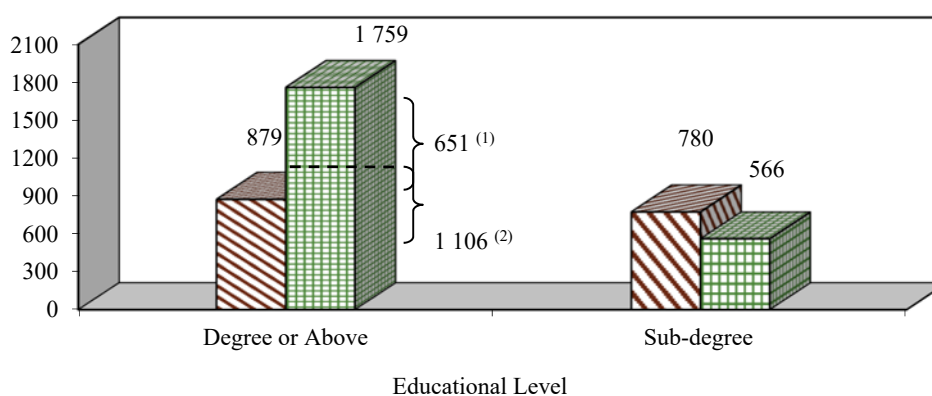
- Notes: (1) GF = UGC / Government-funded SF = Self-financed
 (2) Figures may not add up to their totals due to rounding.

Manpower Demand and Supply Analysis

2.63 The primary objective of the analysis is to assess the annual additional manpower demand and supply situation of the MC industry for 2016/20 by educational level as shown in Figure 18.

Figure 18 Annual Additional Manpower Demand and Supply Situation for 2016/20 by Educational Level

MC Manpower



- Annual Additional Manpower Requirement
 Annual Manpower Supply from Local MC Programmes

- Notes: (1) Annual manpower supply from local MC programmes includes those existing MC employees who take self-financed upgrading courses in part-time mode.
 (2) Annual manpower supply from local MC programmes includes those who take full-time mode.

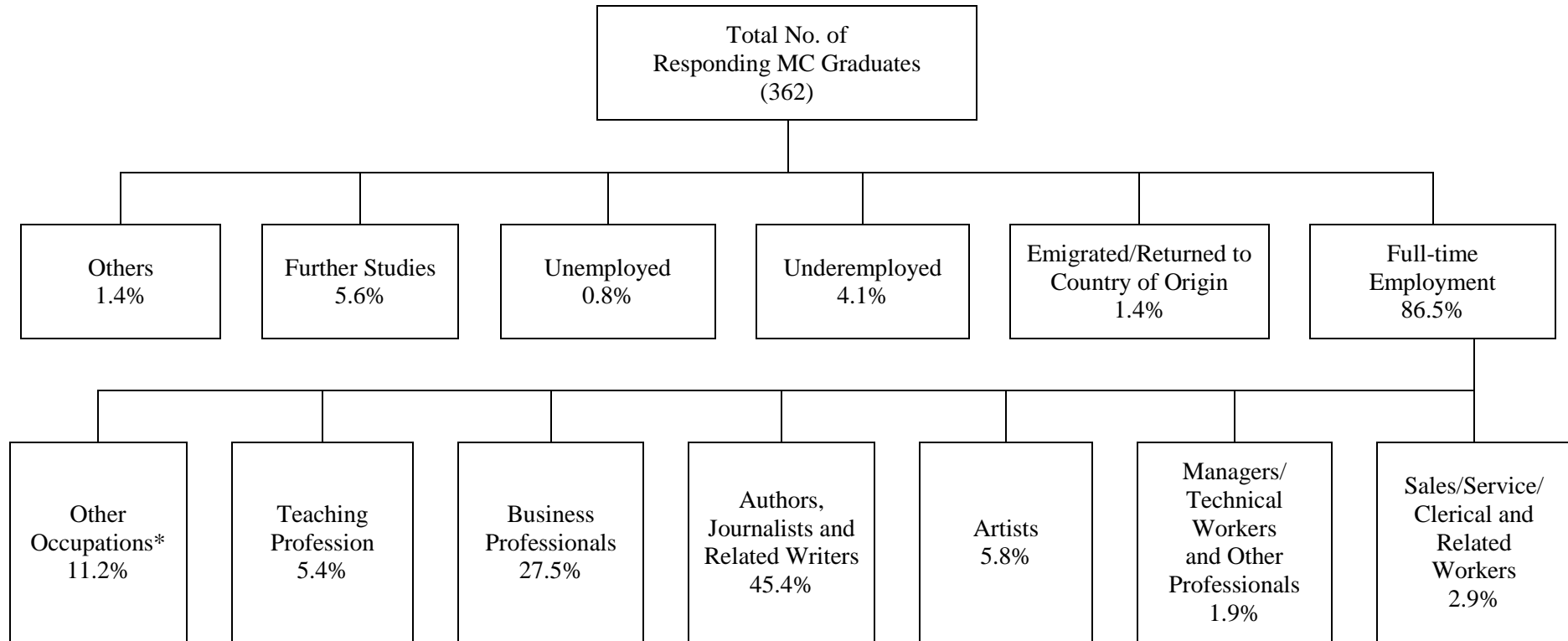
2.64 From Tables 2.33, 2.35, and Figure 18, it can be concluded that the average annual supply of 1 759 local degree or above graduates from MC programmes would be sufficient to meet the forecast annual additional manpower demand for 879 MC employees with such qualification. It is expected that there would not be any shortfall of manpower supply. Fresh graduates from MC programmes can join many industries, such as business commerce, government service and education. Relevant job opportunities are also available in design, film and entertainment, publishing, art administration and management, exhibition design etc. A recruitment pattern of authors, journalists and related writers by educational level by academic programme category (other than mass communication) is shown in Figure 20.

2.65 It should be noted that the annual additional manpower demand shown in Figure 18 does not cover the projected average annual manpower growth of media production sector. Unlike the journalism, digital/ new media and advertising & PR sectors, the media production sector is included in the survey for the first time and historical data is not available for a complete manpower forecast.

2.66 At the sub-degree level, the annual shortfall of 214 additional MC employees could be met by graduates from other non-MC disciplines. Many local graduates not pursuing MC are willing to attend related MC courses offered by local educational institutions and subsequently take up MC jobs.

2.67 Part of the shortfall can also be met from the supply of senior secondary school leavers. Most of these people should need relevant skill training before they are capable of performing the MC jobs effectively. Local educational and training institutions and employers will provide basic skills training to meet their needs.

Figure 19 Initial Destinations of Full-time First-degree Graduates from UGC-funded Mass Communication Programmes

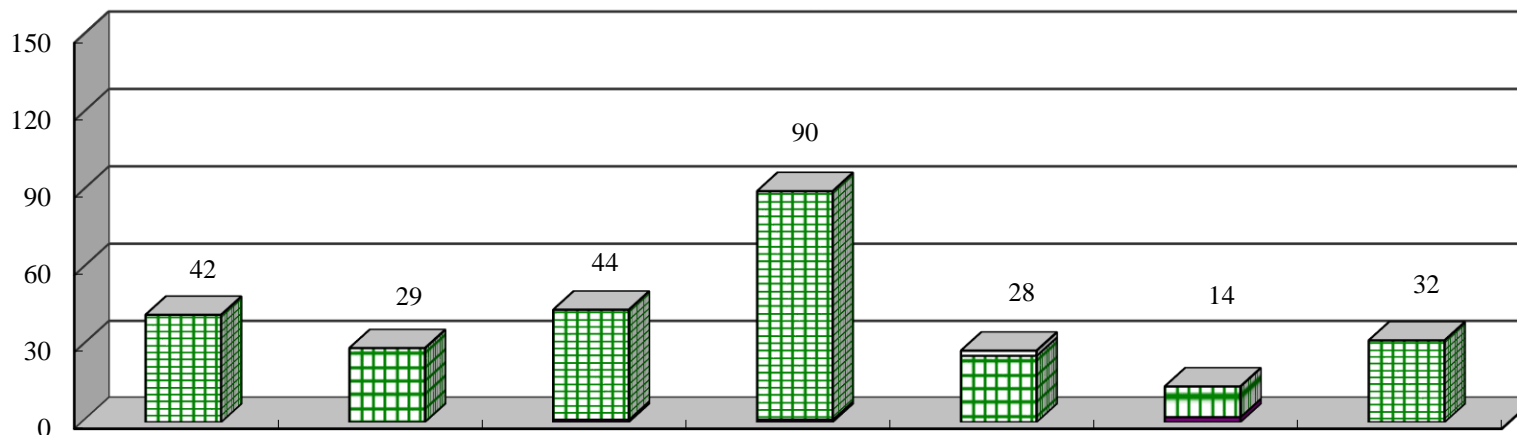





* Occupations not relevant to participation rate were excluded. As a result, the successful participation rate calculated was 76.9% (i.e. 86.5% x 88.9%) for full-time first-degree UGC-funded graduates.

Source: Employment Survey of the Graduates from Full-time UGC-funded Programmes in Academic Year 2014/15.

Figure 20 Recruitment Pattern of Authors, Journalists and Related Writers by Educational Level by Academic Programme Category (APC) (Other Than Mass Communication)

Number of Graduates from Full-time UGC-funded Programmes



Educational Level \ Academic Programme Category	Social Sciences	Business & Management Studies	Humanities	Languages & Related Studies	Arts, Design & Performing Arts	Education	Others ⁽¹⁾	Total
	Postgraduate Degree 	-	-	1	1	-	2	-
First Degree 	42	29	43	89	26	12	32	273
Sub-degree 	-	-	-	-	2	-	-	2
Total	42	29	44	90	28	14	32	279

- Notes:
- (1) Other APCs include biological sciences, physical sciences, mathematical sciences, computer science & IT, engineering & technology, law, and studies allied to medicine & health.
 - (2) As some programmes of the UGC-funded institutions are mapped to more than one APC, students on these programmes are counted across the APCs concerned on a pro rata basis. Thus the student numbers of some APCs are decimal figures. In the above table, the relevant figures are rounded to the nearest whole number.

Source: Employment Survey of the Graduates from Full-time UGC-funded Programmes in Academic Year 2014/15.

Major Developments and Business Outlook

Major Developments in the MC Industry

2.68 Based on the manpower changes between the 2014 and 2016 surveys and other observations, the Training Board concludes the following major developments in the MC industry:

Impact of Digital / New Media Developments on Business and Manpower Needs

- (i) Job opportunities are best for applicants in the expanding world of digital / new media (such as digital and mobile advertising, launching the social media applications and the mobile services). Media organisations (with digital media channels) and advertising companies provide greater job prospects for account managers, account executives and designers (Tables 4.7 & Table 4.8 of Appendix 4).
- (ii) The number of full time layout editor, reporter and graphic artist engaged in newspapers and magazines has been reduced over the two-year period (Table 4.1 & Table 4.2 of Appendix 4). Freelance employment has become increasingly common due to its flexibility for newspapers and magazines to cope with the versatile business environment.
- (iii) MC employees (such as corporate communication, PR & public affairs employees, market, product development and brand management employees) engaged in digital and mobile marketing are growing in number due to the public's extensive use of digital and social media. Brands and corporates across industries are more aware of the importance of devising strategies to engage their audience and win their loyalty (Table 4.6 & Table 4.9 of Appendix 4).
- (iv) Since social networking website (such as Facebook, Twitter, Weibo, Instagram, Pinterest, LinkedIn, Google+) are getting greater focus of the public, it is essential for the local MC employees to acquire skills / knowledge on web searching / analytics, sharing / posting in social networking platform and web security to perform the social media functions for meeting the changing appetite of advertisers during the advent of social marketing (Table 2.13).
- (v) A number of media production companies have employed freelancers to work as producer, content writer, video editor, cameraman and animator to support project-based production work to be delivered in various media platforms (Table 4.10 of Appendix 4). Besides, about 16.9% (2 475) of the MC employees engaged in the advertising companies and agencies are aged below 30 (Table 2.14) with high turnover rate recorded in this creative industry.
- (vi) Existing MC employees are required to have multi-skills to perform multi-tasking in response to the expanding world of digital / new media and the merger or abolishment of some MC posts (Table 2.12). For example, reporters have to undertake news production (including video / photo shooting, writing scripts, and the role of news announcers), sub-editors

have to perform out-door reporting and photo-taking, and digital designers and webmasters have to share the work of online editing.

Impact of Further Transition to Knowledge Society

- (vii) Employers in the MC industry tended to be conservative in planning future manpower with regards to recruitment. They maintained high requirement on the quality of candidates in respect of their qualifications (Table 2.19 & Figure 15) and relevant experience (Table 2.20) they looked to hire.
- (viii) Demand for well-rounded MC employees tends to become more acute when companies are looking to get more work done with fewer people. For example, layout editor in magazine have to undertake the job of online editor.
- (ix) More advertising / PR / marketing employees in the MC industry are working closely with media partners to conduct promotional seminars / activities with a view to increasing the number and type of media outlets to reach the target customers.
- (x) More corporate communications / PR / advertising / marketing department in companies / institutions will like to recruit experienced MC employees in the journalism sector (with cross-functional experience) to undertake various jobs in respect of advertising / PR / marketing / sales (Table 4.9 of Appendix 4).
- (xi) More local companies in the advertising and PR sector have been engaged in outsourcing their supporting / technical related jobs (such as video production, website updating, and printing) which allow them to focus on their core business, expand quickly into new frontiers, address manpower and skills constraints, and reduce costs.
- (xii) More advertising / corporate communication / PR / marketing department come to understand the importance of advertising, brand building and corporate identity and have paid more attention to brand strategy and brand communication by recruiting more brand designer, marketing, product development and brand management executives (Table 4.9 of Appendix 4).
- (xiii) Skill sets (such as reporting and editing skills, self management; Putonghua; multimedia knowledge and applications; industry practices in the mainland of China; computer literacy; hardware & software (interaction design); sales / marketing strategic planning; account strategic planning; creativity and cultural insights) will continue to be in demand to perform various MC functions (Table 2.25). Employers are always looking for MC practitioners who can deal with significant changes or can take advantage of new opportunities.

Business Outlook in the MC Industry

Employment Trend

2.69 The journalism sector displays some easing in labour demand but the advertising and PR sector gains further momentum in development. The overall MC industry continues to display positive signs of growth and remains attractive to investors and jobseekers, with an average compound annual growth rate of 5.1% in the number of MC employees from 2001 (19 617) to 2016 (43 298) as shown in Table 2.34.

Table 2.34 Changes in the Number of MC Employees from December 2001 to January 2016 by Sector

	<i>Number of Persons Engaged</i>								Average Compound Annual Growth Rate		
	Dec 2001	Dec 2003	Dec 2005	Feb 2008	Feb 2010	Feb 2012	Jan 2014	Jan 2016	2001-2005(%)	2008-2016(%)	2001-2016(%)
MC Employees ⁽¹⁾	19 617	18 598	23 897	28 058	32 243	34 895	37 539	43 298	5.1	5.6	5.4
Within which:											
Journalism Sector	6 749	5 793	7 603	7 828	9 885	10 511	11 554	11 210	3.0	4.6	3.4
Digital / New Media Sector	-	-	-	-							
Advertising & PR Sector ⁽²⁾	12 868	12 805	16 294	20 230	22 358	24 384	25 985	27 130	6.1	3.7	5.1
Media Production Sector	-	-	-	-	-	-	-	4 958	-	-	-

- Notes: (1) Number of MC Employees include freelancers.
(2) Advertising & public relations sector includes advertising sales / PR / marketing department in media organizations.
(3) Figures may not add up to the total due to rounding.

2.70 The local economy maintains modest growth with domestic demand as the key momentum of growth and supports the broad stability of labour market. As a result, the seasonally adjusted unemployment rate remained at 3.4% in Q1 2016, which was close to 3.3% in Q4 2015 and Q1 2015. The underemployment rate also remained at 1.4% in Q1 2016, same as that in Q4 2015 and Q1 2015 (Source: Census and Statistics Department). Amid a tight labour market and with the upward adjustment of statutory minimum wage (SMW) rate since May 2015, wages and earnings saw further improvement. The employment situation in the MC industry going forward continues to hinge crucially on the overall economic growth and the pace of job creation. In this regard, uncertainties in the external environment, in particular due to the slowdown in China's economic growth, the prospects for the US Federal Reserve second interest rate hike and the impact of how Brexit will affect global economy, remain a cause of concern.

Impact of Digital / New Media Developments

2.71 With increasing popularity of mobile devices, digital / new media and social media become ever more important in the MC industry. The reach of contents is widened to local and global audiences. Emergence of new media platforms have transformed MC industry in terms of audience, content creation and distribution, profession, organisation and business model. The Training Board believes that the rise of digital / new media and social media will require MC companies to plan more strategically and holistically in respect of the interactiveness and unique characteristics of these new media platforms in order to deliver message successfully. Besides, the digital / new media enables more independent or freelance practitioners to engage in the industry by creating and providing multimedia contents.

Impact of Further Transition to Knowledge Society

2.72 The transformation of media organisations will continue with the advancement of technology. People obtain updates on world events and in-depth analysis of current issues via newspaper, magazines, TV, radio, and digital / new media. Knowledge and insight is essential for media organisations to develop successful cross-media strategy that its digital media channel and conventional media channel play a complementary role with the other. The Training Board believes that the trend of advertisers making use of new media as a vehicle to promote the product sales of their clients will continue. Create value for customers by applying professional knowledge and market intelligence will be the competitive advantage of MC companies in this knowledge-based industry.

2.73 The Training Board considers that factors affecting the future growth rate of the MC industry include industry consolidation, the introduction of new technologies, greater use of services outside the industry, and competition from different emerging media platforms. In this respect, every branch in the MC industry is looking to empower their people, reduce costs, improve their customer connections (via digital / social media) and create new opportunities through their technology investments.

Younger Generation

2.74 The Training Board believes that young MC employees (with aged below 30 / post-80s and post-90s generation) are able to bring fresh ideas to MC industry and adaptive to changes. To develop a career in the industry, attitudes and actions for achievements are essential for new generation to set and deliver their self-fulfilment goals. In this respect, young MC employees are expected to acquire relevant accomplishment training and self-management skills (such as working attitude, team work, creativity, concentration on work, passion, interpersonal communication skills, punctuality, and protection of company's tangible & intangible assets (or intellectual property right)) (Table 2.15) so that they can become more competent in their workplace and have greater contributions to the company.

Impact of Mainland's Developments

2.75 The National 13th Five-Year Plan will focus on innovation and its implementation to increase the contribution of consumption to economic growth. One of the target areas of development is to expand the online economy. Moreover, uplifting of the the Mainland's

overall information-based level (including e-business, logistics and cloud computing) is the key focus of the National Twelfth Five-year Plan. This provides ample opportunities for the development of MC in Hong Kong. Business opportunities arising from the specific initiatives included, among others, the signing of Supplement X to the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) in August 2013 to provide 73 services liberalisation and trade and investment facilitation measures. Under these measures, Hong Kong service suppliers enjoy preferential treatment in entering the Mainland's service industries. Hong Kong has the facilities, expertise in project management and implementation, advertising / sales / PR / marketing knowledge and experience in respect of the MC industry, and stringent intellectual property rights protection and enforcement to foster technological cooperation and trade between Mainland partners and international market players.

2.76 The Training Board observes that more international advertising and PR companies will enter the China market as sole foreign-owned enterprises and strengthen cooperation with local advertising and PR companies. The advertising and PR sector have sustainable business opportunities for helping the Mainland companies to enter the overseas market and vice versa. Besides, local advertising and PR companies will speed up the integration of their business resources and strengthen cooperation among themselves in searching for a brighter future taking the advantages of CEPA which open the door to Hong Kong. The Training Board believes that these events will boost the local professional PR services and advertising market, and suggests that local MC practitioners should acquire China-related skills and knowledge (such as political system, social and economic development, and industry practices in the mainland of China) to ensure their projects and investments in China are managed properly.

SECTION III

RECOMMENDATIONS

Annual Additional Training Requirement

3.1 The findings of the survey reflect the manpower situation of the MC industry in January 2016. However, the current uncertainty in global financial markets might have an impact on the MC manpower demand. The manpower data and forecast in the report should therefore be read in this context.

3.2 Based on projected average annual manpower growth, estimated wastage rate (Table 2.32 of Paragraph 2.59), recent development of the MC industry and industry members' experience, the Training Board estimates the annual additional training requirement for MC employees in the journalism sector, the digital/ new media sector, the advertising & public relations sector and the media production sector from 2016 to 2020 by sector by job level as shown in Table 3.1.

Table 3.1 Estimated Annual Additional Training Requirement for
MC employees from 2016 to 2020 by Sector by Job Level

Job Level	Estimated Annual Additional Training Requirement (%)*	
Journalism Sector		
Managerial	14	(4.4)
Supervisory	37	(11.3)
Editorial / Production	204	(62.1)
Supporting / Technical	73	(22.3)
<i>Sub-Total</i>	328	(100.0)
Digital/ New Media Sector[#]		
Managerial	1	(6.3)
Supervisory	4	(18.8)
Editorial / Production	13	(68.8)
Supporting / Technical	1	(6.3)
<i>Sub-Total</i>	19	(100.0)

Job Level	Estimated Annual Additional Training Requirement (%)*	
Advertising and Public Relations Sector ⁺		
Managerial	146	(12.6)
Supervisory	373	(32.1)
Executional	576	(49.5)
Supporting / Technical	69	(5.9)
<i>Sub-Total</i>	<i>1 164</i>	<i>(100.0)</i>
Media Production Sector [^]		
Managerial	16	(10.9)
Supervisory	10	(6.6)
Executional	42	(28.5)
Supporting / Technical	80	(54.0)
<i>Sub-Total</i>	<i>148</i>	<i>(100.0)</i>
Total	1 659	

Digital / New Media is separated from the journalism sector as an individual sector since the 2016 survey.

^ Media Production Sector is newly introduced in 2016 survey.

+ Advertising and public relations sector includes advertising sales / PR / marketing department in media organisations.

* Percentage distribution of additional MC employees in January 2017 by job level in the respective sector is used for estimating the annual additional training requirement from 2016 to 2020.

Note: Figures may not add up to their totals due to rounding.

Skill Types to Cope with the Dynamic Industry Environment, Knowledge-based Economy, Enforcement of CEPA, and Globalisation

Rise of Social Media and Mobile Communication

3.3 In the Web 3.0 era, mobile communication has been increasing popularity and mobile internet is always present in people's lives, regardless of the occasion and location. Media companies have been evolving their social media and content strategies to capitalise on the opportunities for engaging customers through social media and other mobile communication platforms in the global market. Customers today demand interactive content, intuitive and personalised user experience. To successfully engage customers, MC practitioners have to be familiar with the trend and development of social media platforms, preferences of their target audience and customers as well as in-depth understanding of the strength and weakness of various communication applications. The Training Board recommends that MC practitioners should keep themselves updated by getting more training and gaining more experience with the latest development of digital / new media (such as web searching / analytics, sharing / posting in social networking platform and web security) (Table 2.13 of Paragraph 2.26) and keep an eye on how social media plays a role in m-commerce and influences customers' buying decisions in the global market.

Training on Media and Information Literacy and Data Analysis

3.4 While Hong Kong further develops into a knowledge society, the media industry is experiencing significant changes. Individuals, business and public sectors increasingly demand for high quality knowledge and information in most of the economic activities. Enormous amount of information is accessed by the audience via various media platforms, conventional and digital. Media practitioners have to provide customers with suitable information at the right time via the appropriate platform. To meet this challenge, they need advanced skills to source, evaluate, select, analyse, use and create information and knowledge. Media and Information Literacy (MIL) training should be offered to the young MC employees for their professional development. More employers are aware of the importance of this integrated competency, about 70.0% of employers in the MC industry specified that MIL was somewhat important (Appendix 8).

3.5 With advancement in technology, the developments such as data journalism, news curation and social media marketing have changed the environment of the media industry and media companies have more opportunities to find out what audiences want based on multiple streams of customer data, including the new digital source and the conventional source. Data analytics allows MC practitioners to gain comprehensive knowledge of audience and customers' behaviour in mobile application and infuse data-driven decision making in their marketing, creative and programming process. Building capabilities of data analytics by improving data skills of MC practitioners enables media companies to make quicker business moves in the competitive and complicated industry environment.

Enforcement of CEPA

3.6 The development of new communication technology, globalisation, the advent of a knowledge-based economy, the enforcement of the CEPA and the rapid economic development of the Mainland provide tremendous scope for MC development. The changing role of MC employees today requires them to acquire sales/ marketing strategic

planning, multimedia knowledge and applications, creative and cultural insights, account strategic planning, language skill (such as spoken English, Putonghua, written English, written Chinese) and market research applications, of which the training demand would increase substantially (Table 2.25 of Paragraph 2.47).

Younger Generation

Training for Senior Management

3.7 The Training Board considers that Generation Y (post-80s and post-90s) of MC employees are highly adapted to digital technology, seek meaningful career and personal growth, emphasise work-life balance, quality of life and job satisfaction. In comparison, their employers / seniors value hard work and persistence. In this respect, the Training Board recommends that employers should understand the attitude and behaviour differences of these young MC employees and adopt suitable measures to bridge the generation gap (by attending relevant technology and management workshops / courses). Besides, employers could appoint mentors with relevant work experience and management skills to guide these young MC employees through on-the-job training.

Job Factors for Retention of Existing MC employees (including Younger Generation)

3.8 The Training Board observes that 75.3% of employers making salary increment and fringe benefit as the most effective method for retaining their existing MC employees (including those with aged below 30), followed by shortening / flexible working hours (28.9%), increasing job autonomy (23.5%) and enhancing job satisfaction (20.7%). A number of employers suggested that their companies should provide manpower training and development, enhance staff's sense of belonging, and construct a positive image on company profile / culture (Appendix 7). The Training Board recommends that it is an important insight that employers should understand the key driving force (such as motivators, mentoring, retention and technology) to retain their existing MC employees. Communicate company's vision and establish a culture that matches the company's positioning in the industry help engage and motivate employees. Employers can assign employees to lead a task force to enhance staff job satisfaction by improving their work autonomy.

3.9 The Training Board considers that employers' investment in supporting staff training and development help retain excellent employees and in turn benefit the growth of company. Keep employees well-trained also maintains the company's competitiveness in the dynamic environment of the MC industry. Employers should provide / sponsor outside seminars and classes, in-house training or online learning (including fundamental training on some basic skills) with the provision of financial support or grant of leave to existing MC employees.

3.10 Communication measures such as listen to employees in the implementation of new plans, offer timely feedback on staff performance and recognise employees' accomplishments are the effective ways to retain MC employees (especially young employees who prefer instant gratification) by acknowledging their involvement in the growth of the company.

Freelance Workforce

3.11 The number of freelancer has significantly increased in the MC workforce, including the journalism, advertising & PR sectors. Freelance hiring is becoming a global trend. In the media production sector, over 30.0% of employees are freelancers in the sector (Table 2.5 of Paragraph 2.8). Freelance hiring approach allows flexibility to both MC employers and employees of companies with project-based industry. The Training Board considers that freelancers are usually experienced media practitioners. To ensure long term sustainability in this knowledge-based industry, it is important to connect freelance employees in the information and knowledge management system to ensure efficient dissemination and exchange of knowledge and experience. Freelance employees should also be aware of the opportunities and challenges encountered by media companies, especially the new skills and knowledge required in organisations undergoing transformation from conventional to digital platform.

The Roles of Educational and Training Service Providers

Local Educational Institutions

3.12 The Training Board observes that MC graduates are expected to have in-depth training with emphases on specific MC skills (such as multimedia knowledge and applications, global media culture / insights, and media management with business sense), China related knowledge (such as political system, social & economic development in the mainland of China), and generic skills (such as liberal sense, critical thinking, business mind sets, professional ethics, and communication skills) for building up their professionalism in the MC industry. Experience of existing MC employees earned through years of service can be passed on to the new blood.

3.13 The Training Board noticed 70% of MC employees are preferred to have sub-degree or above qualifications (Figure 15 of Paragraph 2.38). Local educational institutions could continue to offer sub-degree or above courses in the MC Discipline so that more secondary school graduates could study the MC related programmes when they attend tertiary education. Employers are also recommended to recruit MC graduates of these institutions and to strengthen their technical skills through the provision of internal and / or external seminar or classes (Table 2.26 of Paragraph 2.48) in order to sustain the company's competitiveness.

Industrial Visits Across the Border

3.14 To meet the opportunities and challenges facing ahead including closer integration of Hong Kong's economy with that of the Mainland, the Training Board recommends that professional experience and service know-how of the MC industry need to be shared more between the Hong Kong and Mainland professionals via regular industrial visits across the border. The existing management skills (such as those related to production, marketing, strategic planning, project, corporate communications / public relations / public affairs, and customer database) and China-related knowledge (such as industry practices in the mainland of China, and political system, social & economic development in the mainland of China) are areas to be affected of which the demand would be increased (Appendix 12). The local educational and training service providers could provide short courses / seminars or evening programmes (to be delivered in class or online) on such skill sets for in-service MC practitioners to achieve their goal of lifelong learning.

Workplace Attachment Programme for Students

3.15 Workplace attachment to equip students with workplace experience in the industry is a highly desirable component of the curriculum for the MC Discipline as real-life MC work environment is favourable to the transfer of technology and service know-how. To resolve the major difficulties encountered by employers in the recruitment of MC employees, in particular candidates who lack the relevant experience and skills / expertise, the Training Board recommends that more workplace attachment opportunities should be offered to those students who are studying MC programmes by collaborating with the organisations / institutions in the overseas or Mainland. The Training Board believes that with the strong linkage between the tertiary institutions / Technological and Higher Education Institute of Hong Kong / Hong Kong Design Institute / Hong Kong Institute of Vocational Education and the professional bodies / trade associations, workplace attachment programmes should provide students with valuable learning opportunities which strengthen their skills and enhance their employability in the job market. It is recommended that employers, professional bodies / trade associations and Government should strongly support these programmes.

VTC's Out-Centre Training Programme

3.16 New media technology / environment in the MC industry is rapidly changing and forcing in-service MC practitioners (including senior management) to continually update their skills. To assist them to meet the skills requirement of the industry and to become more competent in their workplaces, the Training Board has been organising practical MC short courses / seminars with the co-operation of various educational institutions, trade associations and professional bodies. The Training Board believes that the VTC's out-centre training programme is a cost effective and flexible way to enhance the technical competency and contribution of MC employees.

3.17 The Training Board recommends that the relevant trade associations and professional bodies under their existing e-learning platforms could develop training programmes / packages (such as generic competence or transferable skills) by strengthening the whole person development of young MC employees through the VTC's Out-centre Course Scheme to cope with the current trend and the requirement for the in-service training (such as CPD hours) of MC employees.

VTC's Co-operation with Outside Experts

3.18 To assist in-service MC practitioners to meet the skills requirement of the industry and to become more competent in their workplaces, the Training Board recommends that VTC should continue the offer of certification programmes for the target segments in collaboration / partnership with prominent MC companies, trade associations and professional bodies to help those trainees acquire professional qualifications upon completion of training. This kind of in-service training courses / seminars should continue to be offered with more emphasis on advanced technology, management skills, and the latest trend of best practices in the MC industry.

3.19 To enhance the training quality and satisfy unmet industry needs, the Training Board would cooperate with outside experts / educational institutions / professional associations from various countries / regions (including the Mainland), by pooling of resources from both parties, to develop or conduct advanced courses and seminars for in-service professionals of the MC industry via the VTC's out-centre training programme.

VTC's New Technology Training Scheme

3.20 The Sub-Committee on Training in New Technologies of the Committee on Technologist Training of the VTC is responsible for the implementation and administration of the New Technology Training Scheme (NTTS). In the context of the Scheme, new technologies (including digital media technology) are those which are not widely applied in Hong Kong and the absorption and application of which will significantly benefit Hong Kong. The Scheme provides financial assistance to companies that wish to have their staff trained in a new technology that would be useful to their businesses, and the financial assistance is given in the form of a training grant which may be up to a maximum of 50% of the total training cost incurred. Any employers in Hong Kong wishing to acquire a new technology for industrial and commercial application may apply for a training grant under the Scheme.

Future Surveys

3.21 As the MC industry is changing rapidly and is affected by the development of new technology, products and services, the Training Board considers that the practice of conducting manpower surveys at regular intervals should be continued to assess future manpower requirement in the MC industry.

大眾傳播業

2016年人力調查報告摘要

1. 引言

職業訓練局大眾傳播業訓練委員會於2016年1至2月期間，進行兩年一度的
人力調查，涵蓋新聞、數碼／新媒體、廣告與公共關係、媒體製作四大行業共1 023間
公司。是次調查的有效填覆率為90.8%。

2. 人力現況

2.1 僱員總數

2016年1月，大眾傳播業的人力市場維持穩定，業內僱員總數（包括自由工
作者）增至43 298人，較2014年2月的37 539人增加15.3%；必須留意的是，部分增
幅來自調查首次覆蓋的媒體製作業界（4 958名僱員）。由於整體勞動人口錄得溫和增長，
大眾傳播業僱員所佔百分率相應穩健上升，由2014年2月的0.98%增至2016年1月的
1.1%。

2.2 新聞業、數碼／新媒體業、廣告與公共關係業和媒體製作業僱員

調查結果顯示，2016年1月從事各行業主要業務的僱員中，新聞業有10 676
人（佔大眾傳播業僱員總數24.7%）、數碼／新媒體業有534人（1.2%）、廣告與公共關係
業（包括傳媒機構內的廣告／公共關係／市場部）有27 130人（62.7%）、媒體製作業則
有4 958人（11.5%）。

2.3 聘用自由工作者

調查期間，大眾傳播各行業均有僱用自由工作者負責不同職務，其中新聞業
及數碼／新媒體業有92間公司（佔調查所覆蓋460間業界公司的20.2%；2014年調查
有84間）；廣告與公共關係業有296間（佔調查所覆蓋4 933間業界公司的6.0%；2014
年調查有84間）；媒體製作業有224間（佔調查所覆蓋1 252間業界公司的17.9%）。按
公司規模劃分，僱員少於10人的雜誌及廣告業機構聘用最多自由工作者。按自由工作
者人數劃分，製作公司聘請得最多。他們在大眾傳播業內多數擔任記者、版面編輯、客
戶主任、美術設計員、編導、撰稿員、影片剪接師、電視攝影師及動畫師。

3. 僱員流動情況、空缺數目及挽留人才

3.1 離職僱員人數

據僱主填報，過去12個月新聞、數碼／新媒體、廣告公關及媒體製作四個行
業共有3 629人離職（佔43 934名從業員的8.3%）。其中公共關係服務供應商的僱員流
動率最高（13.8%），其次為公司或機構內的企業傳訊／公關／廣告／市場部（13.0%）。按
職級劃分，流動率最高的職級為新聞業編採／製作人員，錄得9.2%；以及廣告與公共關
係業執行人員級，達10.9%。

3.2 招聘人數

調查顯示，2015/16年大眾傳播業共招聘了3 013名僱員（佔43 934個職位的6.9%），當中2 602名（5.9%）具相關行業經驗，411名（0.9%）未具相關經驗。按職級劃分，248人屬經理級，433人屬主任級，1 728人屬編採／製作／執行人員級，604人屬輔助／技術人員級。

3.3 內部晉升

調查發現，在過去12個月，大眾傳播業共有566名員工獲內部晉升至新設或固有職位，佔43 934個職位的1.3%。其中，138個屬經理級（佔同級職位數目的2.7%），303個屬主任級（3.6%），124個屬編採／製作／執行人員級（0.6%），1個屬輔助／技術人員級（0.01%）。

3.4 空缺數目

調查期間，僱主填報新聞業共有150個職位空缺（佔10 826個職位的1.4%）；數碼／新媒體業有19個職位空缺（佔553個職位的3.4%）；廣告與公共關係業則有449個職位空缺（佔27 559個職位的1.6%）；媒體製作業則有18個職位空缺（佔4 976個職位的0.4%）。按職稱劃分，以客戶主任、資深（高級）記者／記者、數碼媒體設計員／美術設計員、正稿製作員、廣告及市場傳訊主任／助理的空缺最多。

3.5 網站／新媒體工作為主的本地從業員

調查期間，478間大眾傳播公司（佔6 645間回覆機構中的7.2%）表示有派遣／招聘本地從業員主力負責網站或新媒體工作。2 133名從業員中，新聞業有203人（佔352人中的57.7%）、數碼／新媒體業有211人（佔330人中的63.9%）、廣告與公共關係業有796人（佔1 298人中的61.3%）、來自媒體製作業則有23人（佔153人中的15.0%），均須同時兼顧社交網站的相關職務。

3.6 挽留人才

調查顯示，大眾傳播業僱主認為「增加薪金」是挽留現有業內僱員的最有效方法，尤其僱員人數在1至4名的機構有此看法。

4 僱員宜有才幹

4.1 宜有教育程度

觀察2016年的調查結果，僱主一般期望僱員具備大專學歷（如副學位：副學士／高級文憑／專業文憑／高級證書或以上程度）（佔僱員總數69.6%）；當中46.6%宜有學士學位或以上程度，23.0%宜有副學士／高級文憑／文憑／高級證書／證書程度。這顯示大眾傳播業屬知識密集型的行業，對高學歷人才的需求較大。

4.2 宜有技能及知識

據本會觀察所得，新聞、廣告公關及媒體製作三個行業最重視的僱員技能／知識為「編採技巧」、「銷售／市場推廣策略規劃」及「應用新媒體科技」；數碼／新媒體業則認為僱員應提升「普通話」、「自我管理」、「在中國內地的行業常規」及「硬件和軟件（互動設計）」方面的技能／知識。調查同時顯示，排列首八項的僱員技能／知識均屬管理技巧及科技範疇，這反映全球在互聯環境下，業界為加強市場的競爭力，愈來愈重視僱員具備上述技能／知識。

5. 人力培訓與發展計劃

5.1 現職從業員的培訓需求

調查顯示，業內僱主計劃未來12個月內向11 154名從業員（以人次計）提供或資助技能和知識培訓。培訓類別包括：創新媒體科技（廣告與公共關係業）、語文技巧、相關專業技能（廣告與公共關係業）、管理技巧、創新媒體科技（新聞業）。

6. 人力預測及供求分析

6.1 預測 2017 年 1 月人力需求

僱主預測，大眾傳播業的職位數目至2017年1月將有43 929個，較目前的43 934個略少0.01%（5個）。以廣告與公共關係業為例（見表2.10），按職級劃分增長率最高的是主任級，增加0.93%（63個）；其次為執行人員級，增加0.07%（10個）。

6.2 推算 2016 至 2020 年每年額外人力需求（按宜有教育程度劃分）

全球化步伐持續加快，加上內部需求、落實《內地與香港關於建立更緊密經貿關係的安排》[CEPA]等因素，長遠而言大眾傳播業的人力需求穩定。按宜有教育程度劃分，預計2016至2020年間，每年額外需要879名學士學位或以上程度的從業員，以及780名副學位程度的從業員。

6.3 估計 2016 至 2020 年平均每年大眾傳播課程畢業生人數（按教育程度劃分）

按教育程度劃分，2016 至 2020 年修讀本地大眾傳播課程並投身業界的畢業生當中，平均每年有 1 759 人具備學位或以上程度，566 名具備副學位程度。

6.4 人力供求分析

每年平均有1 759名本地大眾傳播學位或以上程度課程的畢業生，而業界預計每年須增聘879名這類學歷的僱員，故本地人力供應不會短缺。大眾傳播課程的應屆畢業生可投身不同行業，如企業商務、政府服務及教育。設計、電影與娛樂、出版、藝術行政及管理、展覽設計等亦提供相關工作機會。副學位程度的人手供應則有不足，每年將出現214個額外空缺，可由其他學科的畢業生填補。

7. 大眾傳播業發展趨勢

本會根據 2014 年與 2016 年調查所反映的人力轉變及其他觀察所得，總結大眾傳播業的主要發展如下：

數碼／新媒體發展對業務和人力需求的影響

- (i) 數碼／新媒體業務不斷擴展，如數碼及流動廣告、各種社交媒體應用程式及流動服務，所提供的就業機會最為理想。
- (ii) 過去兩年，全職報紙及雜誌版面編輯、記者及正稿製作員的人數持續減少。僱用自由工作者的情況愈見普遍。
- (iii) 大眾廣泛使用數碼及社交媒體，企業傳訊、公關及公共事務、市場推廣、產品開發及品牌管理等範疇有愈來愈多僱員從事數碼及流動宣傳工作。
- (iv) 使用社交網站（如 Facebook、Twitter、微博、Instagram、Pinterest、LinkedIn、Google+）日漸流行，本地從業員必須掌握網上搜尋／網站分析、於社交網絡平台分享／發布、網絡安全等方面的技能知識，才能善用社交媒體功能。
- (v) 一些媒體製作公司會僱用自由工作者擔任編導、撰稿員、影片剪接師、電視攝影師及動畫師，協助製作特備項目，並在不同媒體平台上播放。
- (vi) 隨著數碼／新媒體業務擴展，加上部分職位合併或取消，從業員須擁有多方面技能，身兼多職。

知識型社會繼續轉型的影響

- (vii) 大眾傳播業僱主在招聘人手時傾向保守；對於高質素的人才繼續看重，要求應徵者具備較佳學歷和相關經驗。
- (viii) 大眾傳播公司期望以更精簡的人手執行更多工作，愈趨傾向要求僱員面面俱圓。
- (ix) 更多廣告／公關／市場部僱員與傳媒伙伴緊密合作，舉辦宣傳性質的研討會／活動，以期透過更多宣傳媒介接觸目標客戶。
- (x) 更多公司或機構內的企業傳訊／公關／廣告／市場部傾向聘請具備新聞業經驗的僱員（因他們擁有跨職能經驗），負責廣告／公關／市場推廣／銷售等不同工作。
- (xi) 更多本地廣告公關業機構將輔助／技術相關的工作（如製片、更新網站、印刷）外判，以便專注核心業務，迅速拓展新業務領域，亦藉此解決人手及技能不足的問題，同時減省成本。

- (xii) 更多廣告／企業傳訊／公關／市場部認識到廣告、品牌建構及企業形象的重要，已聘請更多品牌設計師、市場推廣、產品開發及品牌管理行政人員，着重品牌策略及傳訊工作。
- (xiii) 業內繼續要求從業員掌握多種知識技能（如編採技巧、自我管理、普通話、多媒體的知識及應用、在中國內地的行業常規、電腦應用、硬件和軟件（互動設計）、銷售／市場推廣策略規劃、客戶策略規劃、對創意及文化的瞭解等），以執行不同工作。

8. 業務展望

數碼／新媒體發展的影響

- (i) 數碼／新媒體及社交網站興起，大眾傳播公司必須因應這些新媒體平台的互動功能及特色，更全面地部署業務策略，才能成功傳達訊息。此外，數碼／新媒體亦讓更多獨立或自由工作者在這個行業上發揮，創作並提供多媒體內容。

知識型社會繼續轉型的影響

- (ii) 廣告商以新媒體為宣傳工具，為客戶促銷產品的潮流將會繼續。為了在大眾傳播業這個知識型行業取得競爭優勢，業內機構須應用專業知識及市場情報，為客戶創造產品價值。
- (iii) 大眾傳播業的未來發展將受多項因素影響，包括：行業整合、引進新科技、採用更多業外服務、以及其他新興媒體平台的競爭。

新一代從業員

- (iv) 大眾傳播業的年輕僱員須接受相關的素養培訓，以及自我管理技巧訓練（包括工作態度、團隊合作、創意、專心工作、熱忱、人際溝通技巧、守時、保護公司有形及無形資產（知識產權等），以勝任工作，對公司有更大貢獻。

9. 建議

大眾傳播業人力及培訓需求的建議，摘要如下：

- (i) 2016 至 2020 年大眾傳播業每年需額外培訓僱員方面，新聞業估計為 328 人，數碼／新媒體業為 19 人，廣告與公共關係業為 1 164 人，媒體製作業則為 148 人。
- (ii) 從業員必須與時並進，緊貼數碼／新媒體的最新發展加強培訓和汲取經驗，提升自身實力及技能（包括：網上搜尋／網站分析、於社交網絡平台分享／發布、網絡安全等），並要留意社交媒體在流動商貿上擔當的角色，以及在全球市場如何影響顧客的購買意願。

- (iii) 媒體從業員應適時透過合適的平台向客戶提供適當的資訊，為此他們必須具備高階技能，以搜尋資料、評估、篩選、分析、運用及創造資訊和知識。本會建議開辦「媒體與資訊素養」培訓課程，以助年輕從業員的專業發展。
- (iv) 數據分析有助從業員全面掌握觀眾及客戶使用流動應用程式的行為，在市場推廣、創作及編寫程式的業務決策中加入數據支持。媒體公司須改善從業員的數據技巧，建構數據分析能力，有助在競爭激烈及複雜的環境下更快作出商業決策。
- (v) 大眾傳播業僱員的角色轉變，需要掌握多種才幹，例如：語言能力（包括普通話）、多媒體的知識及應用、認識在中國內地的政治制度、社會和經濟發展、銷售／市場推廣策略規劃、客戶策略規劃、市場調查的應用、創新媒體的研究及應用、以及製作管理等。相信這些範疇的培訓需求將會大增。
- (vi) 僱主應知己知彼，了解 Y 世代（即 80 後和 90 後）僱員的處事態度及行為表現，並設法打破跨代隔膜。
- (vii) 為留住人才，僱主應了解工作的主要推動力所在（如激勵因素、師友輔導、挽留人才方法、科技培訓等）。與僱員溝通，認同他們的成就，有助推動他們投入工作，對年輕員工尤其需要。
- (viii) 大眾傳播業環境日新月異，僱主應確保僱員訓練有素，以維持公司的競爭力。
- (ix) 必須建立一套資訊及知識管理系統，與自由工作者聯繫，有效傳遞並交流知識及經驗，確保公司在這個知識密集行業中持續發展。
- (x) 本地教育院校應繼續開辦大眾傳播副學位或以上程度的課程，鼓勵中學畢業生升讀大專時選擇這類課程。
- (xi) 相關的行業組織及專業團體可利用本身的網上學習平台開辦培訓計劃（如通用能力或可轉移技能等），透過職業訓練局[VTC]的外間培訓課程計劃，加強大眾傳播業年輕僱員的全人發展。

第一章

緒論

大眾傳播業訓練委員會

1.1 大眾傳播業訓練委員會隸屬職業訓練局[VTC]，成員包括由政府委任的業界、學術界及政府官員代表。因應大眾傳播業界日趨需求幹練人才，本會職責是向 VTC 建議適當措施，配合業界的人力及培訓需求。本會委員名單及職權範圍載於附錄 1 及 2。

人力調查目的

1.2 進行人力調查的目的是協助 VTC 履行《職業訓練局條例》所列的兩項主要職責：檢討業界對幹練人才的需求，以及檢討因應業界需求而可提供的幹練人才。委員會自八十年代開始，每兩年進行一次人力調查，藉此準確蒐集業內主要職務的人力現況、未來發展、人才培訓等資料。

人力調查日期

1.3 是次調查於 2016 年 1 月 7 日至 2 月 6 日，獲政府統計處（下文稱「統計處」）協助下進行。

1.4 調查結果能反映調查期間業界的人力狀況。然而，現時環球金融市場不明朗，可能影響業界的人力需求。參閱本報告的人力數據及預測時須加以留意。

人力調查工作小組

1.5 委員會下設工作小組，監督人力調查工作，其工作範圍大致分為四部分：設計調查表、抽樣、分析、匯報。工作小組擬備相關的調查文件，交由本會審核。另一方面，統計處提供實地調查、輸入數據、編製圖表的專業服務。工作小組名單載於附錄 1。

人力調查範圍

1.6 是次調查涵蓋新聞業（四大門類，業務對象主要為香港讀者／觀眾／聽眾）、廣告與公共關係業（三大門類）、數碼／新媒體業、媒體製作業。今次將新聞業內的數碼／新媒體撥歸為獨立行業範疇，而媒體製作是首次納入調查範圍。

新聞業

- (a) 報紙業
- (b) 雜誌業
- (c) 電台及電視台的新聞及資訊部
- (d) 新聞通訊社

數碼／新媒體業

- (e) 數碼／新媒體

廣告與公共關係業

- (f) 公共關係服務供應商
- (g) 廣告業機構
- (h) 公司或機構內的企業傳訊／公共關係／廣告／市場部

媒體製作業

- (i) 製作公司（2016 年調查首次納入）

調查主要變動

1.7 為緊貼大眾傳播業的發展，從而了解全面的人力狀況，是次調查範圍有以下變動：

- (a) 數碼／新媒體業獨立於新聞業，成為新的行業範疇；以及
- (b) 調查首次涵蓋媒體製作業。

1.8 調查問卷及相關文件的內容變動如下：

- (a) 更新主要職務工作；
- (b) 「宜有教育程度」分為研究院、學士學位、副學位、高中及初中；以及
- (c) 更新僱員應提升的技能／知識類型。

調查方法

1.9 因資源所限，調查採用分層隨機抽樣方法，從統計處的機構單位記錄庫內約 9 600 間大眾傳播機構中抽出 1 000 多間，按主要業務分門別類，再按僱員人數劃分，最後根據適用的抽樣分數以及僱員人數，隨機抽出各個門類調查樣本。此外，2016 年人力調查工作小組亦提供補充樣本，包括 34 間報業機構、雜誌社、電台／電視台；53 間廣告業機構、代理、其他廣告服務機構、設有企業傳訊／公共關係／廣告／市場部的公司或機構；以及 18 間製作公司。由於統計處的機構單位記錄庫內並無特別區分數碼／新媒體業機構所屬組別，該業界全部 45 間機構樣本均由工作小組提供。合共 1 023 間選定機構均須填寫詳細的人力調查表。

1.10 調查進行前約兩星期，本會郵寄調查表，連同附註及大眾傳播業主要職務工作說明予各樣本／選定機構（調查文件見附錄 3）。調查期間，統計處調查員到訪各機構，確保妥善收集調查資料。按門類及僱員人數的抽樣細則載於附錄 17。

1.11 受訪僱主在填寫調查表時，須按僱員實際負責的工作，而非機構內所採用的職稱將職務歸類。本會事前亦安排簡介會，向統計處調查員講解各種職務的性質。收回的調查表經複核、編碼，並於有需要時與填覆機構核實。所得數據以統計學方法倍大，以反映業界的整體人力情況。

局限

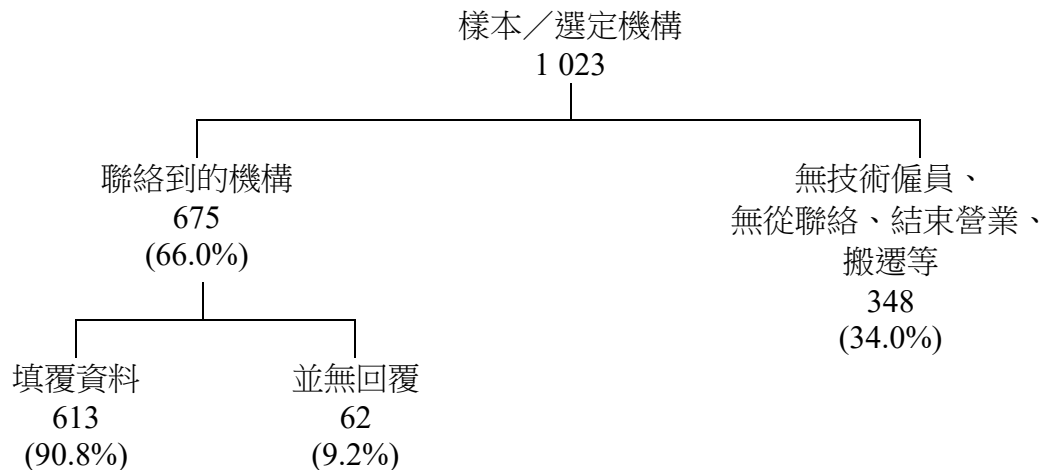
1.12 本報告載列的統計數字是基於 2015 年底樣本機構所提供的資料而得出的。由於選定樣本與進行調查之間時間上的差距，本調查可能未能全面反映大眾傳媒業的變遷，尤其是新成立的數碼／新媒體業公司，令調查結果與調查期間實際的情況略有出入。

宣傳

1.13 調查首日，本會向各大中英文報章發出新聞稿，並邀請有關團體向屬下會員宣傳是次人力調查。

填覆分析

1.14 在 1 023 間樣本／選定機構中，117 間並無技術僱員，112 間無從聯絡，119 間因已結束營業、搬遷、無法追查、有註冊但並無營業、暫時停業、與其他機構合併、其他情況等，並無進一步資料。只有 62 間機構不予答覆。以填覆調查表的 613 間機構計算（包括 4 宗新個案），有效填覆率為 90.8%。是次調查的填覆分析如下：



調查結果

1.15 本報告第二章載有調查結果概要（包括大眾傳播業的人力、培訓需求及統計分析）；第三章載有本會的建議。

名詞定義

1.16 「僱員」指由機構直接支付薪金的員工，包括現時仍在上班，以及因病假、產假、年假、事假、罷工等而暫時缺勤的員工。

1.17 「大眾傳播業僱員」(包括自由工作者)指所有從事大眾傳播業主要職務，擔任不同技能等級的全職／兼職員工(如經理級、主任級、編採／製作／執行人員級，以及輔助／技術人員級)。

1.18 「勞動人口」指從事經濟活動的人口，包括受僱人士及失業人士。

1.19 「公司」在是次調查中，指業務性質相同(即門類相同)及商業登記號碼首七個數字相同(即屬單一擁有權或控制權)的機構。是次調查以「公司」為計算單位。

1.20 「入職率」指畢業生投身與其修讀或受訓學科相關行業的百分率。這些資料一般可從教育機構的全日制畢業生就業調查取得。

1.21 「流失率」指因轉行或其他原因而離職的大眾傳播業僱員在同業僱員總數中所佔的百分率。

1.22 「外判」指公司與一間或多間供應商簽訂合約，依照合約將目前／曾經由該公司內部提供的服務交由這些供應商負責。

1.23 「自由工作者」指並無與新聞、數碼／新媒體、廣告公關及媒體製作四個行業僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按工作項目收取報酬。

1.24 「現有空缺額」指需要立刻填補的職位空缺，而公司於調查期間正積極招聘。

鳴謝

1.25 本會得到統計處協助，監督實地調查工作以及處理調查數據；又得到大學教育資助委員會各院校及其他專上學院協助，提供政府資助及自資大眾傳播課程的預計畢業生人數資料，特此向統計處及各院校致謝。

第二章

調查結果概要

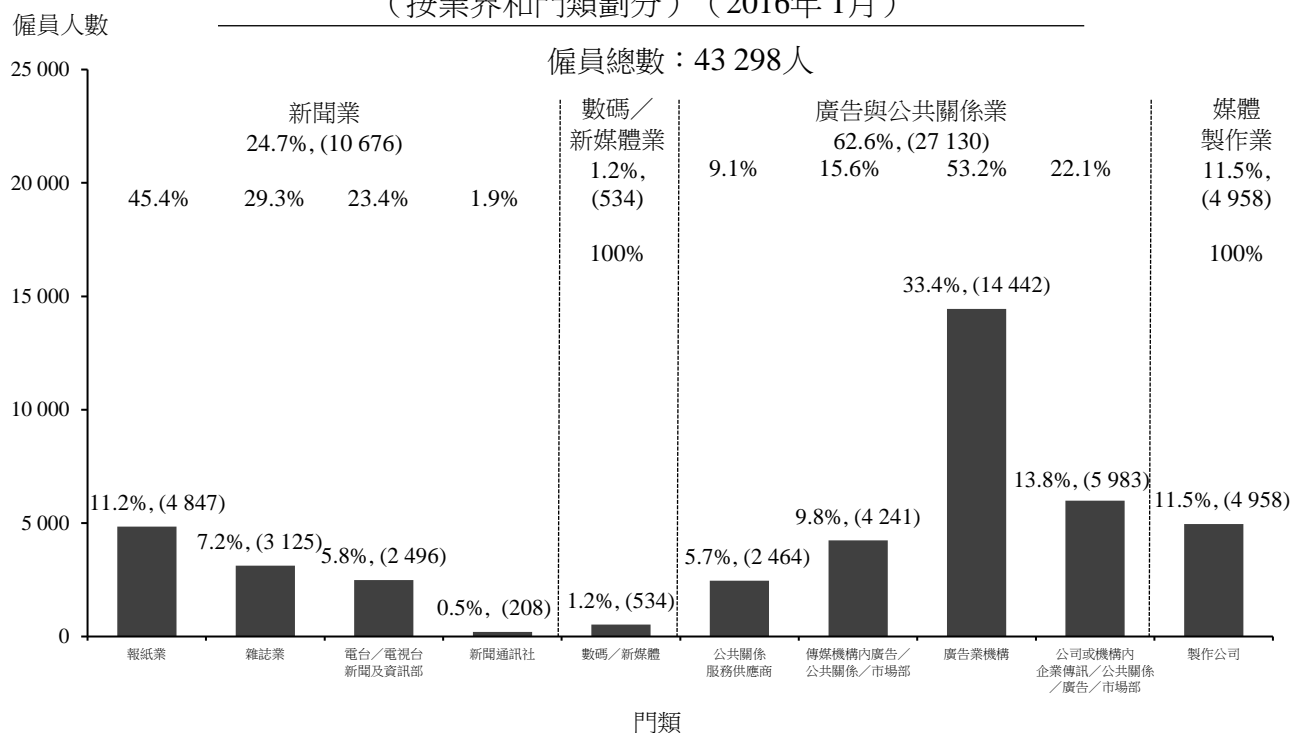
人力現況

僱員人數

2.1 調查顯示，2016年1月本港共有43 298人（包括自由工作者）受僱擔任大眾傳播業的主要職務（約佔2016年首季總勞動人口3 942 200人⁽¹⁾的1.1%）。其中24.7%（10 676人）受僱於新聞業，1.2%（534人）受僱於數碼／新媒體業，62.7%（27 130人）受僱於廣告與公共關係業（包括傳媒機構內的廣告／公關／市場部），11.5%（4 958人）受僱於媒體製作業。

2.2 調查顯示，廣告業機構僱用14 442人（包括自由工作者），佔廣告與公共關係業僱員總數53.2%；其次為報紙業，僱用4 847人，佔新聞業僱員總數45.4%。大眾傳播業僱員按行業及門類的分布情況見圖1。

圖1：大眾傳播業僱員分布情況（包括自由工作者）
（按業界和門類劃分）（2016年1月）



* 括弧內為該門類僱員人數（包括自由工作者）。
註：(1) 資料來源：政府統計處。
(2) 因四捨五入關係，括弧內各項數字相加或與總計數字略有出入。

2.3 表 2.1 顯示，在整體 6 645 間大眾傳播業公司當中，約 60.0% 為廣告業機構（3 989 間），2016 年這類機構的僱員在業界約佔 33.4%（14 442 人／43 298 人）。惟若以公司為單位計算，這些機構的大眾傳播僱員最少，平均每間只有 4 名。

表 2.1 調查涵蓋大眾傳播業僱員⁽¹⁾及公司數目
(按門類劃分)
(2014 年 2 月–2016 年 1 月)

門類	涵蓋公司數目		涵蓋僱員人數 ⁽¹⁾		大眾傳播業僱員人數 ⁽²⁾		每間公司 大眾傳播業 僱員 平均人數 (c)/(a)	大眾傳播業僱員 佔僱員總數 百分率 (c)/(b) x 100% %
	(a)		(b)		(c)			
	2014	2016	2014	2016	2014	2016	2016	2016
新聞業⁽³⁾								
1. 報紙業	41	41	9 271	9 074	6 148	5 990	146	66.0
2. 雜誌業	329	321	5 837	5 692	4 510	4 365	14	76.7
3. 電台／電視台新聞及資訊部	37	38	12 087	11 607	3 502	3 512	92	30.3
4. 新聞通訊社	20	19	370	330	311	272	14	82.4
小計	427	419	27 565	26 703	14 471	14 139	34	52.9
數碼／新媒體業^{(3) (4)}								
5. 數碼／新媒體	36	41	2 214	7 887	1 284	1 312	32	16.6
小計	36	41	2 214	7 887	1 284	1 312	32	16.6
廣告與公共關係業								
6. 公共關係服務供應商	378	451	2 738	3 007	2 264	2 464	5	81.9
7. 廣告業機構	3 691	3 989	16 454	16 746	14 214	14 442	4	86.2
8. 公司或機構內企業傳訊／ 公共關係／廣告／市場部	471	493	681 231	737 047	5 306	5 983	12	0.8
小計	4 540	4 933	700 423	756 800	21 784	22 889	5	3.0
媒體製作業⁽⁵⁾								
9. 製作公司	-	1 252	-	6 100	-	4 958	-	81.3
小計	0	1 252	0	6 100	0	4 958	4	81.3
總數	5 003	6 645 (32.8%)	730 202	797 490 (9.2%)	37 539	43 298 (15.3%)	7	5.4

- 註：
- (1) 僱員人數（包括大眾傳播業僱員及非技術僱員）。
 - (2) 大眾傳播業僱員人數（包括自由工作者）。
 - (3) 包括傳媒機構內的廣告／公共關係／市場部。
 - (4) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 - (5) 2016 年調查首次涵蓋媒體製作業。
 - (6) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.4 按行業、門類及技能等級劃分的大眾傳播業僱員與自由工作者人數見表 2.2。按門類及職稱劃分的詳細分析見附錄 4。

表 2.2 大眾傳播業僱員與自由工作者人數
(按行業、門類及技能等級劃分)

門類	經理級 (%)*		主任級 (%)*		編採／製作／ 執行人員級 (%)*		輔助／ 技術人員級 (%)*		總數 (%)*		整體 (%)#
	EM	FL	EM	FL	EM	FL	EM	FL	EM	FL	
新聞業											
報紙業	168 (3.5)	- (-)	455 (9.5)	- (-)	3 235 (67.3)	36 (90.0)	949 (19.7)	4 (10.0)	4 807 (100.0)	40 (100.0)	4 847 (45.4)
雜誌業	232 (7.9)	- (-)	455 (15.6)	18 (8.7)	1 716 (58.8)	161 (78.2)	516 (17.7)	27 (13.1)	2 919 (100.0)	206 (100.0)	3 125 (29.3)
電台／電視台 新聞及資訊／廣告／ 公共關係部	77 (3.1)	- (-)	201 (8.2)	- (-)	1 289 (52.5)	40 (97.6)	888 (36.2)	1 (2.4)	2 455 (100.0)	41 (100.0)	2 496 (23.4)
新聞通訊社	15 (7.7)	- (-)	25 (12.8)	2 (16.7)	150 (76.5)	10 (83.3)	6 (3.1)	- (-)	196 (100.0)	12 (100.0)	208 (1.9)
小計	492 (4.7)	- (-)	1 136 (10.9)	20 (6.7)	6 390 (61.6)	247 (82.6)	2 359 (22.7)	32 (10.7)	10 377 (100.0)	299 (100.0)	10 676 (100.0)
數碼／新媒體業⁽¹⁾											
數碼／新媒體	20 (4.0)	- (-)	89 (17.7)	16 (50.0)	363 (72.3)	16 (50.0)	30 (6.0)	- (-)	502 (100.0)	32 (100.0)	534 (100)
小計	20 (4.0)	- (-)	89 (17.7)	16 (50.0)	363 (72.3)	16 (50.0)	30 (6.0)	- (-)	502 (100.0)	32 (100.0)	534 (100.0)
廣告與公共關係業											
公共關係服務供應商	420 (17.9)	- (-)	689 (29.3)	1 (0.9)	1 241 (52.8)	11 (9.6)	- (-)	102 (89.5)	2 350 (100.0)	114 (100.0)	2 464 (9.1)
傳媒機構內廣告／ 公共關係／市場部	945 (22.4)	- (-)	1 269 (30.1)	- (-)	1 996 (47.5)	20 (100.0)	11 (0.3)	- (-)	4 221 (100.0)	20 (100.0)	4 241 (15.6)
廣告業機構	1 239 (8.9)	- (-)	3 193 (23.0)	2 (0.4)	6 507 (46.9)	376 (67.0)	2 942 (21.2)	183 (32.6)	13 881 (100.0)	561 (100.0)	14 442 (53.3)
公司或機構內企業傳訊 ／公共關係／廣告／ 市場部	1 335 (22.3)	- (-)	1 512 (25.3)	4 (66.7)	3 053 (51.1)	2 (33.3)	77 (1.3)	- (-)	5 977 (100.0)	6 (100.0)	5 983 (22.1)
小計	3 939 (14.9)	- (-)	6 663 (25.2)	7 (1.0)	12 797 (48.4)	409 (58.3)	3 030 (11.5)	285 (40.7)	26 429 (100.0)	701 (100.0)	27 130 (100.0)
媒體製作業⁽²⁾											
製作公司	682 (21.4)	- (-)	293 (9.2)	- (-)	1 006 (31.5)	298 (16.9)	1 209 (37.9)	1 470 (83.1)	3 190 (100.0)	1 768 (100.0)	4 958 (100.0)
小計	682 (21.4)	- (-)	293 (9.2)	- (-)	1 006 (31.5)	298 (16.9)	1 209 (37.9)	1 470 (83.1)	3 190 (100.0)	1 768 (100.0)	4 958 (100.0)
總數	5 133 (12.7)	- (-)	8 181 (20.2)	43 (1.5)	20 556 (50.8)	970 (34.6)	6 628 (16.4)	1 787 (63.8)	40 498 (100.0)	2 800 (100.0)	43 298

EM 2016年1月7日時的僱員人數(不包括自由工作者)。

FL 2016年1月7日時的自由工作者人數。

* 佔該門類大眾傳播僱員／自由工作者總數百分率。

佔該行業大眾傳播僱員總數(包括自由工作者)百分率。

註：(1) 自2016年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。

(2) 2016年調查首次涵蓋媒體製作業。

(3) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.5 調查顯示，編採／製作／執行人員級別僱員（包括自由工作者）最多的行業是：新聞業--6 637 人，佔該行業僱員總數 62.2%；數碼／新媒體業--379 人，佔該行業僱員總數 70.1%；廣告與公共關係業--13 206 人，佔該行業僱員總數 48.7%。至於媒體製作業，以輔助／技術人員級別的僱員佔最多，有 2 679 人，佔該行業僱員總數 54.0%。

傳媒機構內廣告／公共關係／市場部僱員（包括自由工作者）

2.6 僱主填報 2016 年 1 月時傳媒機構共有 4 241 名任職廣告／公共關係／市場部的僱員（包括自由工作者），佔現有 15 451 名大眾傳播業僱員的 27.5%。相對於傳媒機構內的大眾傳播業整體僱員，這類職務僱員所佔的百分率從 2014 年的 26.7% 輕微上升至 2016 年的 27.5%。表 2.3 列出按門類及技能等級，比較 2014 年至 2016 年傳媒機構內的廣告／公共關係／市場部的僱員人數（包括自由工作者）。

表 2.3 傳媒機構內廣告／公共關係／市場部
僱員人數（包括自由工作者）
（按門類及技能等級劃分）
（2014 年 2 月–2016 年 1 月）

傳媒機構內 廣告／公共關係／市場部僱員人數（包括自由工作者）											
門類	技能等級	經理級 (%)*		主任級 (%)*		執行人員級 (%)*		輔助／ 技術人員級 (%)*		總數 (%)*	
		2014	2016	2014	2016	2014	2016	2014	2016	2014	2016
		報紙業 (6 148)^ (5 990)^+	231 (3.8)	262 (4.4)	267 (4.3)	316 (5.3)	539 (8.8)	561 (9.4)	- (-)	4 (0.1)	1 037 (16.9)
雜誌業 (4 510)^ (4 365)^+	434 (9.6)	422 (9.7)	395 (8.8)	364 (8.3)	441 (9.8)	454 (10.4)	24 (0.5)	- (-)	1 294 (28.7)	1 240 (28.4)	
電台／電視台新聞及 資訊／廣告／公共關係部 (3 502)^ (3 512)^+	153 (4.4)	154 (4.4)	348 (9.9)	338 (9.6)	530 (15.1)	517 (14.7)	- (-)	7 (0.2)	1 031 (29.4)	1 016 (28.9)	
新聞通訊社 (311)^ (272)^+	16 (5.1)	17 (6.3)	35 (11.3)	34 (12.5)	19 (6.1)	13 (4.8)	- (-)	- (-)	70 (22.5)	64 (23.5)	
數碼／新媒體 (1 284)^ (1 312)^+	85 (6.6)	90 (6.9)	199 (15.5)	217 (16.5)	485 (37.8)	471 (35.9)	- (-)	- (-)	769 (59.9)	778 (59.3)	
總數 (15 755)^ (15 451)^+	919 (5.8)	945 (6.1)	1 244 (7.9)	1 269 (8.2)	2 014 (12.8)	2 016 (13.0)	24 (0.2)	11 (0.1)	4 201 (26.7)	4 241 (27.4)	

^ 2014 年調查中傳媒機構各門類大眾傳播僱員總數（包括廣告／公共關係／市場部僱員）。

+ 2016 年調查中傳媒機構各門類大眾傳播僱員總數（包括廣告／公共關係／市場部僱員）。

* 廣告／公共關係／市場從業員佔該門類大眾傳播僱員總數（包括自由工作者）的百分率。

註：因四捨五入關係，各項數字相加或與總計數字略有出入。

聘用自由工作者

2.7 調查期間，業內機構均有聘用自由工作者擔任大眾傳播職務。新聞業及數碼／新媒體業⁽¹⁾共有 92 間公司，佔該行業現有 460 間公司的 20.2%（2014 年：84 間）；廣告與公共關係業有 296 間公司，佔該業 4 933 間公司的 6%（2014 年：84 間）；媒體製作業有 224 間，佔該業 1 252 間公司的 17.9%。詳情見表 2.4。按公司規模劃分，僱員少於 10 人的雜誌公司及廣告業機構提供最多這類職位。

表 2.4 僱用自由工作者公司數目
(擔任大眾傳播職務，按行業、門類及公司規模劃分)

門類 \ 公司規模	1-9人	10-19人	20-49人	50-99人	100人或 以上 [@]	300-499人	500人 或以上	整體
新聞業⁽¹⁾								
報紙業	1	2	1	1	2	-	-	7
雜誌業	44	25	3	3	-	-	-	75
電台／電視台新聞及資訊部	1	1	1	1	1	-	-	5
新聞通訊社	-	-	1	1	-	-	-	2
小計 (419)⁺	46	28	6	6	3	-	-	89
數碼／新媒體業⁽¹⁾⁽²⁾								
數碼／新媒體	1	-	1	-	1	-	-	3
小計 (41)⁺	1	-	1	-	1	-	-	3
廣告與公共關係業								
公共關係服務供應商	2	3	1	-	1	-	-	7
廣告業機構	255	26	-	2	1	-	-	284
公司或機構內企業傳訊／ 公共關係／廣告／市場部	-	-	-	-	-	-	5	5
小計 (4 933)⁺	257	29	1	2	2	-	5	296
媒體製作業⁽³⁾								
製作公司	113	67	44	-	-	-	-	224
小計 (1 252)⁺	113	67	44	-	-	-	-	224
總數 (6 645)⁺								612

- [@] 在企業傳訊／公共關係／廣告／市場部的公司或機構，公司規模以（100-299）人劃分。
⁺ 調查涵蓋該行業的公司數目。
 註：(1) 新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
 (2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 (3) 2016 年調查首次涵蓋媒體製作業。
 (4) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.8 表 2.5 顯示，大眾傳播業聘用了 2 800 名自由工作者擔任相關職務。若以行業、門類及公司規模劃分，製作公司最多（1 768 人），其次是廣告業機構（561 人）及雜誌業（206 人）。這類自由工作者大部分擔任正稿製作員、攝影師、主筆、資深（高級）記者／記者、製作助理和客戶聯絡助理（2014 年調查：業內有 168 間公司共聘用 558 名自由工作者）。據本會觀察，就業市場（特別是製作公司）聘請自由工作者有上升趨勢。

表 2.5 自由工作者人數
(從事大眾傳播職務，按行業、門類及公司規模劃分)

門類	公司規模							
	1-9人 (%)*	10-19人 (%)*	20-49人 (%)*	50-99人 (%)*	100人或 以上 [@] (%)*	300-499人 (%)*	500人 或以上 (%)*	整體 (%)*
新聞業								
報紙業 (4 847) ⁺	4 (9.1)	11 (64.7)	11 (9.8)	6 (2.4)	8 (0.2)	- (-)	- (-)	40 (0.8)
雜誌業 (3 125) ⁺	82 (11.6)	90 (21.9)	12 (1.3)	22 (4.6)	- (-)	- (-)	- (-)	206 (6.6)
電台／電視台新聞及資訊部 (2 496) ⁺	1 (5.6)	10 (23.3)	8 (17.8)	16 (10.4)	6 (0.3)	- (-)	- (-)	41 (1.6)
新聞通訊社 (208) ⁺	- (-)	- (-)	10 (9.7)	2 (4.0)	- (-)	- (-)	- (-)	12 (5.8)
小計 (10 676)⁺	87 (11.1)	111 (21.8)	41 (3.6)	46 (4.9)	14 (0.2)	- (-)	- (-)	299 (2.8)
數碼／新媒體業⁽¹⁾								
數碼／新媒體 (554) ⁺	5 (22.7)	- (-)	16 (10.5)	- (-)	11 (3.4)	- (-)	- (-)	32 (6.0)
小計 (554)⁺	5 (22.7)	- (-)	16 (10.5)	- (-)	11 (3.4)	- (-)	- (-)	32 (6.0)
廣告與公共關係業								
公共關係服務供應商 (2 464) ⁺	6 (0.7)	6 (1.4)	2 (0.3)	- (-)	100 (40.3)	- (-)	- (-)	114 (4.6)
傳媒機構內 廣告／公共關係／市場部 (4 221) ⁺	10 (3.8)	2 (0.8)	- (-)	- (-)	8 (0.3)	- (-)	- (-)	20 (0.5)
廣告業機構 (14 442) ⁺	526 (6.1)	26 (1.3)	- (-)	6 (0.6)	3 (0.3)	- (-)	- (-)	561 (3.9)
公司或機構內企業傳訊／ 公共關係／廣告／市場部 (5 983) ⁺	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	6 (0.1)	6 (0.1)
小計 (27 110)⁺	542 (5.6)	34 (1.2)	2 (0.1)	6 (0.4)	111 (2.6)	- (-)	6 (0.1)	701 (2.6)
媒體製作業⁽²⁾								
製作公司 (4 958) ⁺	249 (11.8)	582 (54.2)	937 (57.1)	- (-)	- (-)	- (-)	- (-)	1 768 (35.7)
小計 (4 958)⁺	249 (11.8)	582 (54.2)	937 (57.1)	- (-)	- (-)	- (-)	- (-)	1 768 (35.7)
總數 (43 298)⁺								2 800 (6.5)

@ 在企業傳訊／公共關係／廣告／市場部的公司或機構，公司規模以（100-299）人劃分。

+ 調查涵蓋該門類大眾傳播職務僱員人數（包括自由工作者）。

* 自由工作者佔大眾傳播職務僱員總數的百分率，按行業、門類及公司規模劃分。

註：(1) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。

(2) 2016 年調查首次涵蓋媒體製作業。

(3) 因四捨五入關係，各項數字相加或與總計數字略有出入。

僱員流動情況

過去 12 個月離職人數

2.9 大眾傳播業僱員離職的原因包括：轉職／調職／退休／解僱／裁員及自然流失。如表 2.6a 及表 2.6b 所示，僱主報稱過去 12 個月新聞業⁽¹⁾、數碼／新媒體業、廣告與公共關係業及媒體製作業共有 3 629 名僱員離職，佔大眾傳播業 43 934 個職位的 8.3%（2014 年調查：業內 38 167 個職位中，有 2 946 名從業員離職，佔職位總數 7.7%）。圖 2 及圖 3 分別列出四大行業各門類過去 12 個月的離職僱員人數。附錄 5 亦列出過去 12 個月大眾傳播業各門類及技能等級的離職人數。

表 2.6a 12 個月離職僱員人數
(按門類、技能等級及公司規模劃分)

公司規模 技能等級	公司規模								
	1-4人 (%)*	5-9人 (%)*	10-19人 (%)*	20-49人 (%)*	50-99人 (%)*	100人 或以上@ (%)*	300-499人 (%)*	500人 或以上 (%)*	整體 (%)*
新聞業⁽¹⁾									
經理級	11 (10.7)	1 (1.2)	15 (14.4)	12 (6.6)	8 (6.5)	51 (6.7)	- (-)	- (-)	98 (7.3)
主任級	2 (3.2)	14 (12.5)	5 (4.3)	17 (5)	7 (2.7)	86 (6.4)	- (-)	- (-)	131 (5.9)
編採／製作人員級	40 (21.2)	51 (13.5)	99 (19.9)	62 (8)	53 (8)	457 (7.9)	- (-)	- (-)	762 (9.2)
輔助／技術人員級	6 (27.3)	18 (19.6)	12 (17.6)	19 (7.3)	13 (8.5)	114 (6.2)	- (-)	- (-)	182 (7.4)
小計 (14 360)⁺	59 (15.6)	84 (12.6)	131 (16.7)	110 (7.1)	81 (6.8)	708 (7.2)	- (-)	- (-)	1 173 (8.2)
數碼／新媒體業⁽¹⁾⁽²⁾									
經理級	- (-)	- (-)	- (-)	1 (2.9)	- (-)	- (-)	- (-)	- (-)	1 (0.9)
主任級	- (-)	- (-)	1 (33.3)	1 (1.2)	- (-)	16 (7.2)	- (-)	- (-)	18 (5.6)
編採／製作人員級	- (-)	1 (3.7)	2 (50)	25 (10.3)	2 (2.7)	44 (8.1)	- (-)	- (-)	74 (8.2)
輔助／技術人員級	1 (-)	- (-)	- (-)	- (-)	- (-)	1 (4.5)	- (-)	- (-)	2 (6.7)
小計 (1 363)⁺	1 (9.1)	1 (2.6)	3 (37.5)	27 (7.4)	2 (2.2)	61 (7.2)	- (-)	- (-)	95 (7.0)

@ 在廣告與公共關係業，公司規模以（100-299）人劃分。

* 佔該門類該技能等級及公司規模大眾傳播職位總數的百分率。

+ 大眾傳播業職位總數。

- 註： (1) 新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
 (2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 (3) 2016 年調查首次涵蓋媒體製作業。
 (4) 大眾傳播業僱員人數（包括自由工作者）。
 (5) 因四捨五入關係，各項數字相加或與總計數字略有出入。

公司規模 技能等級	公司規模								
	1-4人 (%)*	5-9人 (%)*	10-19人 (%)*	20-49人 (%)*	50-99人 (%)*	100人 或以上@ (%)*	300-499人 (%)*	500人 或以上 (%)*	整體 (%)*
廣告與公共關係業									
經理級	- (-)	- (-)	5 (2)	16 (4.3)	23 (11.7)	16 (9)	55 (17.4)	117 (11.2)	232 (7.6)
主任級	2 (0.1)	42 (6.6)	14 (2.1)	36 (5.6)	31 (11.1)	42 (16.7)	75 (18.6)	130 (11.4)	372 (6.8)
執行人員級	101 (2.5)	190 (24.6)	198 (16)	212 (24.2)	102 (14.8)	25 (3.4)	68 (7.9)	340 (15.4)	1 236 (10.9)
輔助／技術人員級	17 (1.3)	53 (8.6)	129 (28.5)	33 (7.3)	4 (3.3)	1 (0.3)	- (-)	5 (9.8)	242 (7.2)
小計 (23 235) +	120 (1.7)	285 (11.8)	346 (13.2)	297 (12.7)	160 (12.4)	84 (5.7)	198 (12.3)	592 (13.3)	2 082 (9)
媒體製作業⁽³⁾									
經理級	- (-)	2 (2.9)	- (-)	1 (1.1)	- (-)	- (-)	- (-)	- (-)	3 (0.4)
主任級	33 (23.6)	- (-)	7 (29.2)	1 (1.1)	- (-)	- (-)	- (-)	- (-)	41 (13.7)
執行人員級	- (-)	2 (2.3)	41 (25.3)	8 (2.8)	- (-)	2 (6.3)	- (-)	- (-)	53 (4.0)
輔助／技術人員級	28 (10.9)	93 (20.5)	48 (6.8)	9 (0.8)	- (-)	4 (13.3)	- (-)	- (-)	182 (6.8)
小計 (4 976) +	61 (4.2)	97 (14.9)	96 (8.8)	19 (1.2)	- (-)	6 (9.1)	- (-)	- (-)	279 (5.6)
總數 (43 934) +	241 (2.7)	467 (12.4)	576 (12.8)	453 (7.7)	243 (9.2)	859 (7.1)	198 (12.3)	592 (13.3)	3 629 (8.3)
過去12個月離職 大眾傳播業僱員總數 百分率	6.6	12.9	15.9	12.5	6.7	23.7	5.5	16.3	100

@ 在廣告與公共關係業，公司規模以（100-299）人劃分。

* 佔該門類該技能等級及公司規模大眾傳播職位總數的百分率。

+ 大眾傳播業職位總數。

- 註：
- (1) 新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
 - (2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 - (3) 2016 年調查首次涵蓋媒體製作業。
 - (4) 大眾傳播業僱員人數（包括自由工作者）。
 - (5) 因四捨五入關係，各項數字相加或與總計數字略有出入。

表 2.6b

12 個月離職僱員人數
(按門類、技能等級及公司規模劃分)

公司規模 門類	1-4 人 (%)*	5-9 人 (%)*	10-19 人 (%)*	20-49 人 (%)*	50-99 人 (%)*	100 人 或以上 [@] (%)*	300-499 人 (%)*	500 人 或以上 (%)*	整體 (%)*
新聞業⁽¹⁾									
報紙業 (6 068) ⁺	1 (5.0)	10 (25.0)	- (-)	6 (5.0)	34 (10.0)	544 (9.8)	- (-)	- (-)	595 (9.8)
雜誌業 (4 458) ⁺	19 (5.7)	72 (12.1)	90 (13.7)	44 (3.6)	41 (6.5)	6 (0.6)	- (-)	- (-)	272 (6.1)
電台／電視台新聞及資訊部 (3 550) ⁺	37 (336.4)	2 (15.4)	36 (61.0)	56 (67.5)	4 (2.3)	158 (4.9)	- (-)	- (-)	293 (8.3)
新聞通訊社 (284) ⁺	2 (16.7)	- (-)	5 (10.4)	4 (2.7)	2 (3.6)	- (-)	- (-)	- (-)	13 (4.6)
小計 (14 360)⁺	59 (15.6)	84 (12.6)	131 (16.7)	110 (7.1)	81 (6.8)	708 (7.2)	- (-)	- (-)	1 173 (8.2)
數碼／新媒體業⁽¹⁾⁽²⁾									
數碼／新媒體 (1 363) ⁺	1 (9.1)	1 (2.6)	3 (37.5)	27 (7.4)	2 (2.2)	61 (7.2)	- (-)	- (-)	95 (7.0)
小計 (1 363)⁺	1 (9.1)	1 (2.6)	3 (37.5)	27 (7.4)	2 (2.2)	61 (7.2)	- (-)	- (-)	95 (7.0)
廣告與公共關係業									
公共關係服務供應商 (2 503) ⁺	50 (10.7)	46 (12.0)	50 (11.5)	131 (21.0)	59 (17.2)	10 (4.0)	- (-)	- (-)	346 (13.8)
廣告業機構 (14 624) ⁺	70 (1.1)	239 (11.8)	296 (13.6)	166 (9.7)	101 (10.7)	71 (6.0)	- (-)	- (-)	943 (6.4)
公司或機構內企業傳訊 ／公共關係／廣告／ 市場部 (6 108) ⁺	- (-)	- (-)	- (-)	- (-)	- (-)	3 (8.1)	198 (12.3)	592 (13.3)	793 (13.0)
小計 (23 235)⁺	120 (1.7)	285 (11.8)	346 (13.2)	297 (12.7)	160 (12.4)	84 (5.7)	198 (12.3)	592 (13.3)	2 082 (9)
媒體製作業⁽³⁾									
製作公司 (4 976) ⁺	61 (4.2)	97 (14.9)	96 (8.8)	19 (1.2)	- (-)	6 (9.1)	- (-)	- (-)	279 (5.6)
小計 (4 976)⁺	61 (4.2)	97 (14.9)	96 (8.8)	19 (1.2)	- (-)	6 (9.1)	- (-)	- (-)	279 (5.6)
總數 (43 934)⁺	241 (2.7)	467 (12.4)	576 (12.8)	453 (7.7)	243 (9.2)	859 (7.1)	198 (12.3)	592 (13.3)	3 629 (8.3)
過去12個月離職 大眾傳播業僱員總數百 分率	6.6	12.9	15.9	12.5	6.7	23.7	5.5	16.3	100

@ 在廣告與公共關係業，公司規模以（100-299）人劃分。

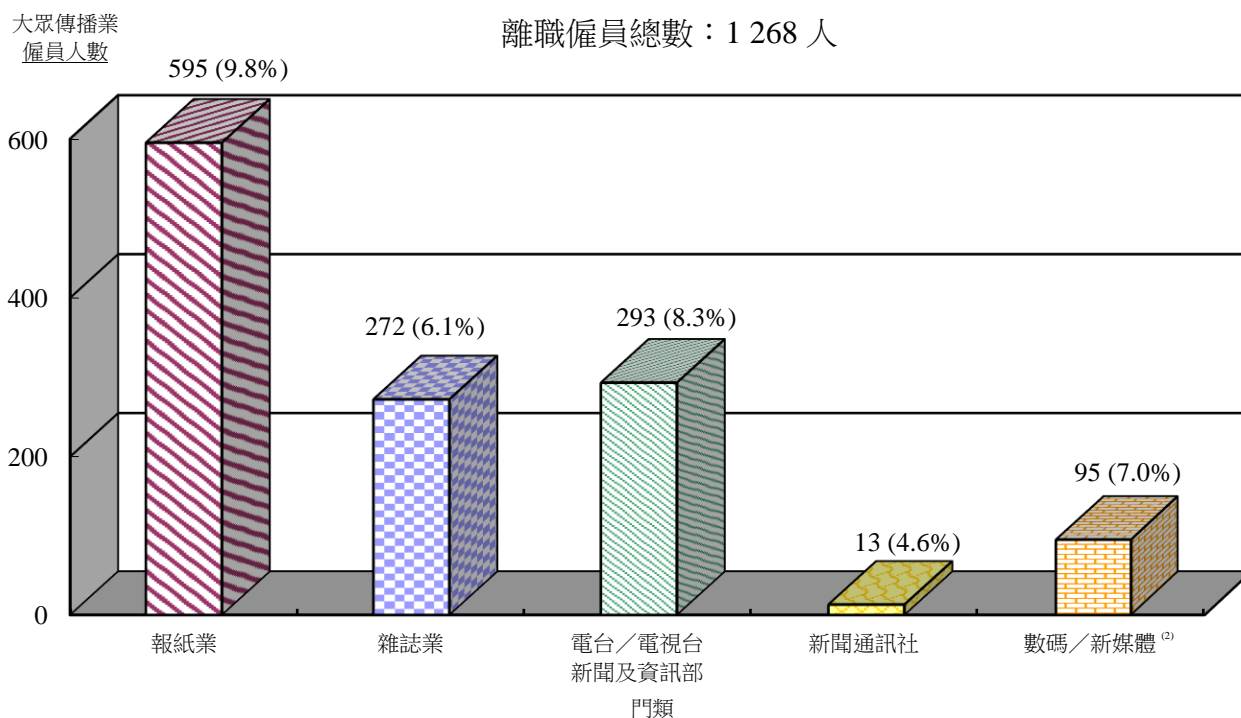
* 佔該門類該技能等級及公司規模大眾傳播職位總數的百分率。

+ 大眾傳播業職位總數。

註：

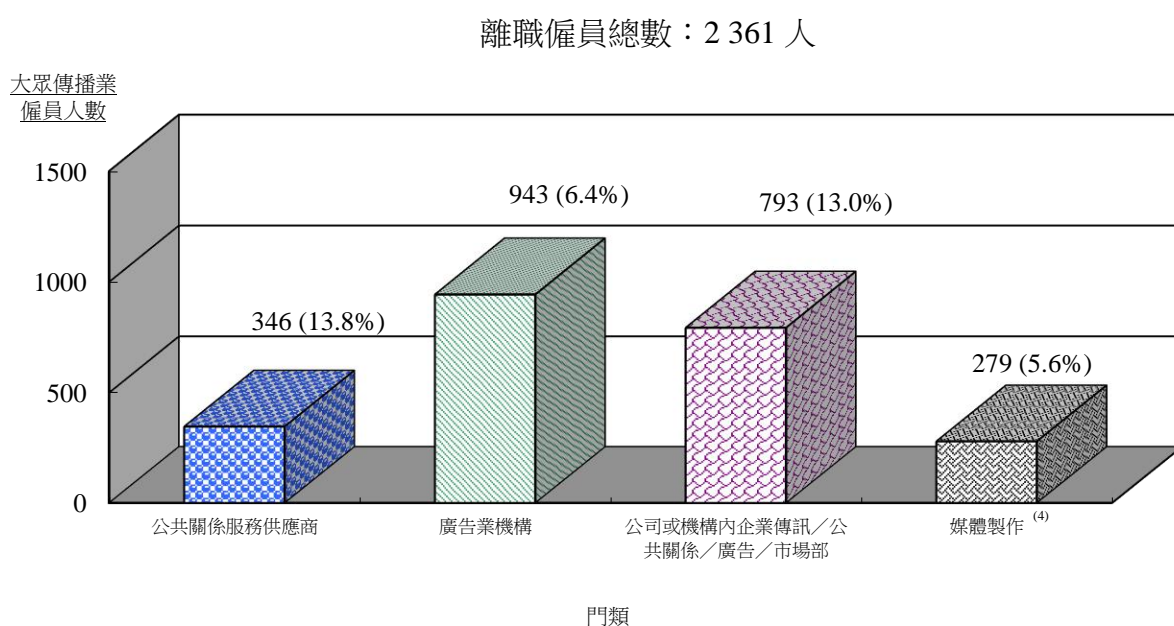
- (1) 新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
- (2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
- (3) 2016 年調查首次涵蓋媒體製作業。
- (4) 大眾傳播業僱員人數（包括自由工作者）。
- (5) 因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 2 過去 12 個月新聞業⁽¹⁾及數碼／新媒體業⁽¹⁾⁽²⁾
離職僱員人數（按門類劃分）



- * 佔該行業該門類大眾傳播職位總數的百分率。
- 註： (1) 新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
(2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
(3) 大眾傳播業僱員人數（包括自由工作者）。

圖 3 過去 12 個月廣告與公共關係業及媒體製作業⁽⁴⁾
離職僱員人數（按門類劃分）

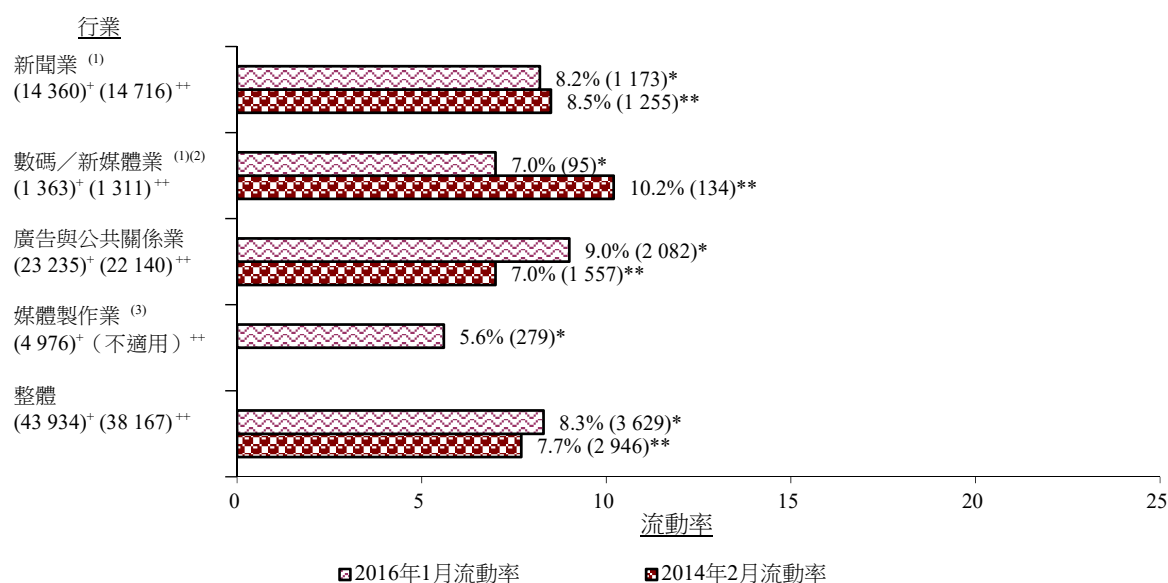


- * 佔該行業該門類大眾傳播職位總數的百分率。
- 註： (4) 2016 年調查首次涵蓋媒體製作業。

僱員流動率

2.10 據本會觀察，僱員流動人數佔職位總數的百分率由 2014 年 2 月的 7.7% (2 946 人) 增加至 2016 年 1 月的 8.3% (3 629 人)。過去兩年香港經濟向好，使大眾傳播業流動率維持穩定。圖 4 顯示各行業過去兩年的僱員流動率比較。

圖 4 各行業僱員流動率比較
(2014 年 2 月–2016 年 1 月)



* 2016 年 1 月離職的大眾傳播僱員人數。

** 2014 年 2 月離職的大眾傳播僱員人數。

+ 2016 年 1 月各行業大眾傳播僱員總數。

++ 2014 年 2 月各行業大眾傳播僱員總數，當時並不包括媒體製作業。

註：(1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

(2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。

(3) 2016 年調查首次涵蓋媒體製作業。

(4) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.11 本會觀察到公共關係服務供應商的僱員流動率最高(13.8%)，其次是公司或機構內的企業傳訊／公共關係／廣告／市場部(13.0%) (圖 2 及圖 3)。按技能等級劃分，流動率最高的是新聞業及數碼／新媒體業的編採／製作人員 (分別為 9.2%及 8.2%)，其次是廣告與公共關係業的執行人員(10.9%)，以及媒體製作業的主任級人員(13.7%) (表 2.6a)。此外，過去 12 個月，傳媒機構的編輯／記者，以及廣告業機構的客戶主任、美術設計員及正稿製作員均錄得頗高流動率。

2.12 本會認為，因全球經濟不明朗會影響亞太區的經濟增長，大眾傳播業僱員轉職時會繼續持謹慎態度，尤其是新聞業及數碼／新媒體業的僱員。普遍來說，轉職主要是尋求他們所認為更穩定的工作環境、工作滿足感和更高的薪酬。

過去 12 個月的招聘來源

2.13 調查顯示，2015/16 年度招聘了 3 013 名大眾傳播業僱員（佔整體 43 934 個現有職位的 6.9%），當中 2 602 名(5.9%)具備業界相關經驗，411 名(0.9%)未具相關經驗（2014 年調查：共招聘 3 130 名大眾傳播業僱員，佔整體 38 167 個職位的 8.2%）。按技能等級劃分（圖 5），248 人屬經理級；433 人屬主任級；1 728 人屬編採／製作／執行人員級；604 人屬輔助／技術人員級。表 2.7a 及表 2.7b 詳列各行業及門類過去 12 個月招聘僱員的來源。

表 2.7a 過去 12 個月招聘來源
(按行業及門類劃分)

門類	招聘來源		
	具本業經驗僱員 (%)*	未具本業經驗僱員 (%)*	招聘總人數 (%)*
新聞業⁽¹⁾⁽²⁾			
1. 報紙業 (6 068) ⁺	472 (7.8)	13 (0.2)	485 (8.0)
2. 雜誌業 (4 458) ⁺	182 (4.1)	15 (0.3)	197 (4.4)
3. 電台／電視台新聞及資訊部 (3 550) ⁺	172 (4.8)	104 (2.9)	276 (7.8)
4. 新聞通訊社 (284) ⁺	14 (4.9)	2 (0.7)	16 (5.6)
小計 (14 360)⁺	840 (5.8)	134 (0.9)	974 (6.8)
數碼／新媒體業⁽¹⁾⁽²⁾			
5. 數碼／新媒體 (1 363) ⁺	97 (7.1)	2 (0.1)	99 (7.3)
小計 (1 363)⁺	97 (7.1)	2 (0.1)	99 (7.3)
廣告與公共關係業			
6. 公共關係服務供應商 (2 503) ⁺	233 (9.3)	28 (1.1)	261 (10.4)
7. 廣告業機構 (14 624) ⁺	626 (4.3)	126 (0.9)	752 (5.1)
8. 公司或機構內企業傳訊／ 公共關係／廣告／市場部 (6 108) ⁺	643 (10.5)	52 (0.9)	695 (11.4)
小計 (23 235)⁺	1 502 (6.5)	206 (0.9)	1 708 (7.4)
媒體製作業⁽³⁾			
9. 製作公司 (4 976) ⁺	163 (3.3)	69 (1.4)	232 (4.7)
小計 (4 976)⁺	163 (3.3)	69 (1.4)	232 (4.7)
總數 (43 934)⁺	2 602 (5.9)	411 (0.9)	3 013 (6.9)

* 佔該行業該門類大眾傳播職位總數的百分率。

+ 該行業該門類大眾傳播職位總數。

- 註：(1) 新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
 (2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 (3) 2016 年調查首次涵蓋媒體製作業。
 (4) 因四捨五入關係，各項數字相加或與總計數字略有出入。

表 2.7b

過去 12 個月招聘來源
(按行業及技能等級劃分)

技能等級	招聘來源		
	具本業經驗僱員 (%)*	未具本業經驗僱員 (%)*	招聘總人數 (%)*
新聞業⁽¹⁾			
1. 經理級 (1 351) ⁺	35 (2.6)	5 (0.4)	40 (3)
2. 主任級 (2 237) ⁺	73 (3.3)	1 (0.0)	74 (3.3)
3. 編採／製作人員級 (8 324) ⁺	573 (6.9)	94 (1.1)	667 (8)
4. 輔助／技術人員級 (2 448) ⁺	159 (6.5)	34 (1.4)	193 (7.9)
小計 (14 360)⁺	840 (5.8)	134 (0.9)	974 (6.8)
數碼／新媒體業⁽¹⁾⁽²⁾			
5. 經理級 (110) ⁺	4 (3.6)	0 (0)	4 (3.6)
6. 主任級 (322) ⁺	18 (5.6)	0 (0)	18 (5.6)
7. 編採／製作人員級 (901) ⁺	73 (8.1)	1 (0.1)	74 (8.2)
8. 輔助／技術人員級 (30) ⁺	2 (6.7)	1 (3.3)	3 (10)
小計 (1 363)⁺	97 (7.1)	2 (0.1)	99 (7.3)
廣告與公共關係業			
9. 經理級 (3 036) ⁺	160 (5.3)	43 (1.4)	203 (6.7)
10. 主任級 (5 473) ⁺	339 (6.2)	0 (0)	339 (6.2)
11. 執行人員級 (11 351) ⁺	797 (7)	144 (1.3)	941 (8.3)
12. 輔助／技術人員級 (3 375) ⁺	206 (6.1)	19 (0.6)	225 (6.7)
小計 (23 235)⁺	1 502 (6.5)	206 (0.9)	1 708 (7.4)
媒體製作業⁽³⁾			
13. 經理級 (682) ⁺	1 (0.1)	0 (0)	1 (0.1)
14. 主任級 (300) ⁺	1 (0.3)	1 (0.3)	2 (0.7)
15. 編採／製作人員級 (1 315) ⁺	38 (2.9)	8 (0.6)	46 (3.5)
16. 輔助／技術人員級 (2 679) ⁺	123 (4.6)	60 (2.2)	183 (6.8)
小計 (4 976)⁺	163 (3.3)	69 (1.4)	232 (4.7)
總數 (43 934)⁺	2 602 (5.9)	411 (0.9)	3 013 (6.9)

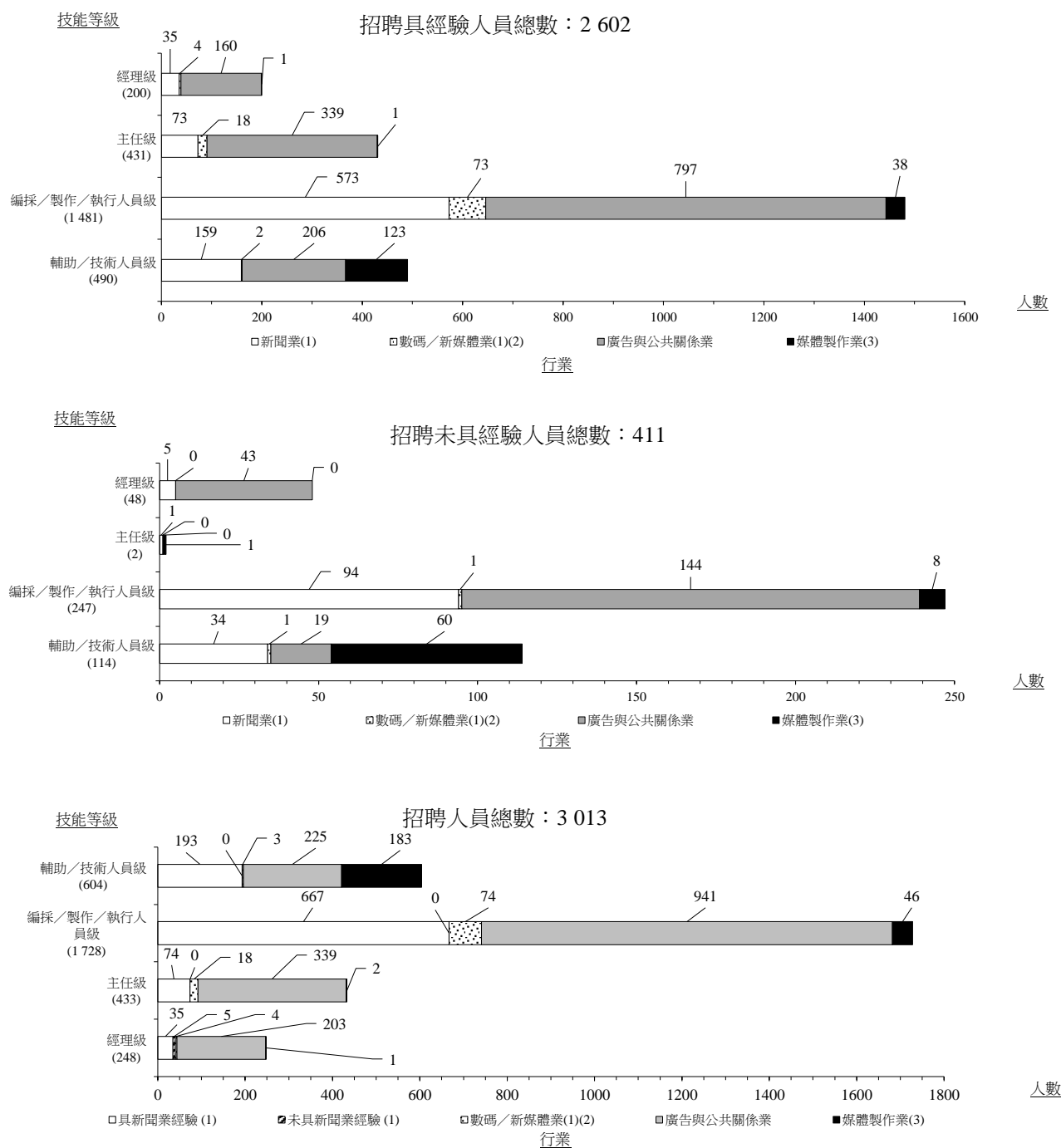
* 佔該行業該門類大眾傳播職位總數的百分率。

+ 該行業該門類大眾傳播職位總數。

- 註： (1) 新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
(2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
(3) 2016 年調查首次涵蓋媒體製作業。
(4) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.14 是次調查所見，新聞業聘用具業界經驗和未具相關經驗僱員的比例為 6 比 1（2014 年：3 比 1）；廣告與公共關係業為 7 比 1（2014 年：6 比 1）；媒體製作業為 2 比 1。顯示過去兩年，新聞業僱主填補職位空缺時，招聘合適比率的經驗僱員和入行者（包括大眾傳播相關課程應屆畢業生）。數碼／新媒體業聘用經驗僱員的比例更高，具業界經驗和未具相關經驗僱員為 48 比 1。圖 5 顯示各行業及技能等級的招聘來源。

圖 5 招聘來源比較（按行業及技能等級劃分）



註： (1) 新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
 (2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 (3) 2016 年調查首次涵蓋媒體製作業。

過去 12 個月內部晉升情況

2.15 調查顯示，過去 12 個月共有 566 名大眾傳播業僱員獲內部晉升至新設或原有職位，晉升者佔現有 43 934 個職位的 1.3%（2014 年調查：429 名從業員獲內部晉升，佔業內 38 167 個職位的 1.1%）。表 2.8 摘要列出各行業及門類的內部晉升情況。

表 2.8 過去 12 個月僱員[#]
內部晉升情況（按行業及門類劃分）

門類	內部晉升	內部晉升人數				晉升總人數 (%) [*]
		由主任級晉升至經理級	由編採／製作／執行人員級晉升至主任級	由輔助／技術人員級晉升至編採／製作人員級／執行人員級	由其他職位晉升至輔助／技術人員級	
新聞業⁽¹⁾						
報紙業 (6 068) ⁺	-	3	5	-	8 (0.1)	
雜誌業 (4 458) ⁺	2	1	4	-	7 (0.2)	
電台／電視台新聞及資訊部 (3 550) ⁺	2	12	2	-	16 (0.5)	
新聞通訊社 (284) ⁺	-	2	-	-	2 (0.7)	
小計 (14 360)⁺	4	18	11	-	33 (0.2)	
數碼／新媒體業⁽¹⁾⁽²⁾						
數碼／新媒體 (1 363) ⁺	-	16	2	-	18 (1.3)	
小計 (1 363)⁺	-	16	2	-	18 (1.3)	
廣告與公共關係業						
公共關係服務供應商 (2 503) ⁺	6	19	13	-	38 (1.5)	
廣告業機構 (14 624) ⁺	-	100	10	1	111 (0.8)	
公司或機構內企業傳訊／公共關係／廣告／市場部 (6 108) ⁺	128	150	87	-	365 (6.0)	
小計 (23 235)⁺	134	269	110	1	514 (2.2)	
媒體製作業⁽³⁾						
製作公司 (4 976) ⁺	-	-	1	-	1 (>0.1)	
小計 (4 976)⁺	-	-	1	-	1 (>0.1)	
總數 (43 934)⁺	138	303	124	1	566 (1.3)	

大眾傳播業僱員人數（包括自由工作者）。

* 佔該門類大眾傳播職位總數的百分率。

+ 該門類大眾傳播職位總數。

- 註： (1) 新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
(2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
(3) 2016 年調查首次涵蓋媒體製作業。
(4) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.16 調查亦顯示在新增或現有空缺中，共有 138 個經理級職位（佔同級職位 2.7%）、303 個主任級職位(3.6%)、124 個編採／製作／執行人員級職位(0.6%)，以及 1 個輔助／技術人員級職位(0.01%)是透過內部晉升來填補。據本會觀察，業內僱主為挽留人才，均願意給予僱員合理的晉升機會。本會鼓勵內部晉升，建議僱主可提供更多培訓，協助僱員發展事業和終身學習。

現有空缺

空缺數目

2.17 調查期間，僱主報稱新聞業共有 150 個職位空缺（佔現有 10 826 個職位的 1.4%），數碼／新媒體業有 19 個職位空缺（佔現有 553 個職位的 3.4%），廣告與公共關係業有 449 個職位空缺（佔現有 27 579 個職位的 1.6%），媒體製作業則有 18 個職位空缺（佔現有 4 976 個職位的 0.4%）。在新聞業和數碼／新媒體業中，雜誌業的空缺最多，有 58 個；其次是報紙業，有 52 個。至於廣告與公共關係業中，以廣告業機構的空缺最多，有 182 個；其次是公司或機構內企業傳訊／公共關係／廣告／市場部，共 125 個。表 2.9 按行業、門類及技能等級顯示業內的空缺分布情況。附錄 4 載有按門類及職務編號／職稱劃分的詳細分析。

表 2.9 按行業、門類及技能等級劃分的空缺數目

技能等級 門類	經理級 (%)*	主任級 (%)*	編採／製作／ 執行人員級 (%)*	輔助／ 技術人員級 (%)*	總數 (%)#
新聞業					
報紙業 (4 899) ⁺	- (-)	6 (1.3)	45 (1.4)	1 (0.1)	52 (1.1)
雜誌業 (3 183) ⁺	- (-)	11 (2.3)	26 (1.4)	21 (3.7)	58 (1.8)
電台／電視台新聞及資訊部 (2 524) ⁺	- (-)	- (-)	5 (0.4)	23 (2.5)	28 (1.1)
新聞通訊社 (220) ⁺	- (-)	- (-)	11 (6.4)	1 (14.3)	12 (5.5)
小計 (10 826)⁺	- (-)	17 (1.4)	87 (1.3)	46 (1.9)	150 (1.4)
數碼／新媒體業⁽¹⁾					
數碼／新媒體 (553) ⁺	- (-)	- (-)	19 (4.8)	- (-)	19 (3.4)
小計 (553)⁺	- (-)	- (-)	19 (4.8)	- (-)	19 (3.4)

門類	技能等級				總數 (%) [#]
	經理級 (%) [*]	主任級 (%) [*]	編採／製作／ 執行人員級 (%) [*]	輔助／ 技術人員級 (%) [*]	
廣告與公共關係業					
公共關係服務供應商 (2 503) ⁺	5 (1.2)	10 (1.4)	24 (1.9)	- (-)	39 (1.6)
傳媒機構內廣告／公共關係／ 市場部 (4 344) ⁺	4 (0.4)	12 (1)	87 (4.1)	- (-)	103 (2.4)
廣告業機構 (14 624) ⁺	1 (0.1)	24 (0.7)	86 (1.2)	71 (2.2)	182 (1.2)
公司或機構內企業傳訊／ 公共關係／廣告／市場部 (6 108) ⁺	36 (2.6)	38 (2.4)	51 (1.6)	- (-)	125 (2)
小計 (27 579)⁺	46 (1.2)	84 (1.2)	248 (1.8)	71 (2.2)	449 (1.6)
媒體製作業⁽²⁾					
製作公司 (4 976) ⁺	- (-)	7 (2.3)	11 (0.8)	- (-)	18 (0.4)
小計 (4 976)⁺	- (-)	7 (2.3)	11 (0.8)	- (-)	18 (0.4)
總數 (43 934)⁺	46 (0.9)	108 (1.3)	365 (1.7)	117 (1.4)	636 (1.4)

* 佔該門類該技能等級大眾傳播職位總數的百分率。

佔該門類大眾傳播職位總數的百分率。

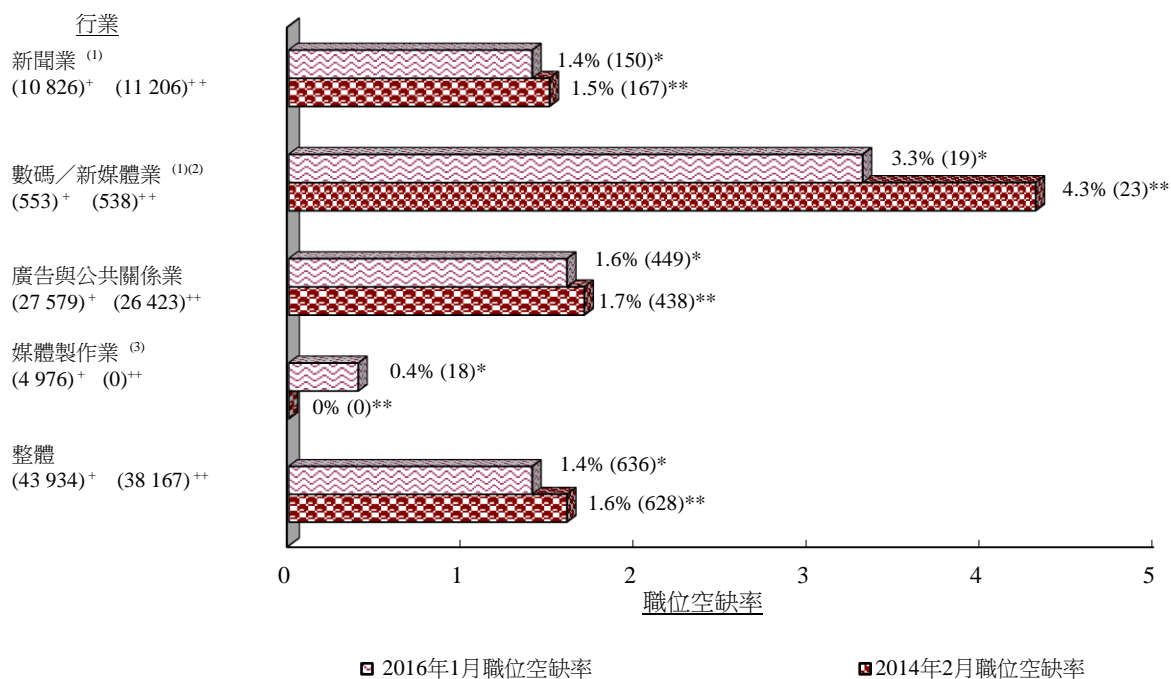
+ 該門類大眾傳播職位總數。

註： (1) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
(2) 2016 年調查首次涵蓋媒體製作業。
(3) 因四捨五入關係，各項數字相加或與總計數字略有出入。

職位空缺率

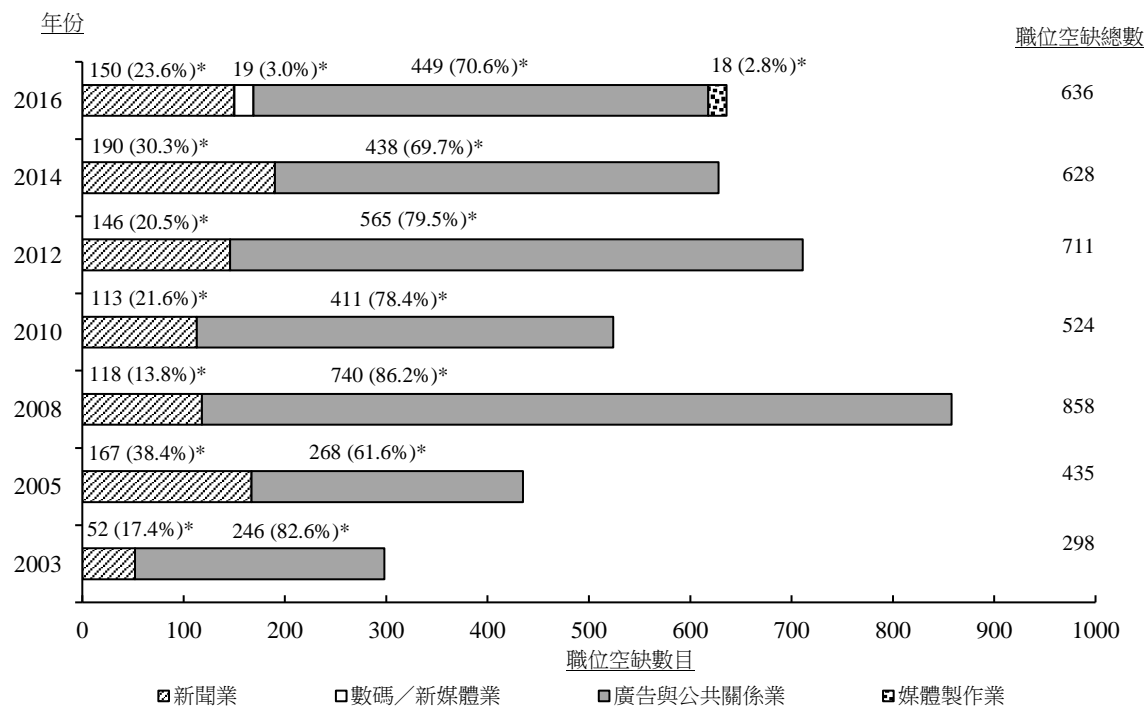
2.18 儘管僱主對整體經濟情況抱審慎態度，但大眾傳播業所有門類仍視香港為開展業務的重要根據地，並繼續招聘人手，填補現有職位空缺，以提升在全球市場的競爭力。2014 年與 2016 年的調查結果相比，新聞業的職位空缺率從 1.5%（167 個）略為下降至 1.4%（150 個，2016 年不包括數碼／新媒體業），但廣告與公共關係業的職位空缺率則從 1.7%（438 個）微升至 1.6%（449 個），而數碼／新媒體業的職位空缺率從 4.3%（23 個）輕微下跌至 3.3%（19 個）。僱員總數（包括自由工作者）與空缺總和，即得出業內職位總數。按職稱劃分，客戶服務主任、資深（高級）記者／記者、數碼媒體設計員／美術設計員、正稿製作員的空缺最多。過去兩年各行業職位空缺率的比較見圖 6。2003 年 12 月至 2016 年 1 月各行業的職位空缺分布見圖 7。

圖 6 各行業職位空缺率比較
(2014年2月-2016年1月)



* 2016年1月該行業的大眾傳播職位空缺數目。 ** 2014年2月該行業的大眾傳播職位空缺數目。
 + 2016年1月該行業的大眾傳播職位總數。 ++ 2014年2月該行業的大眾傳播職位總數。
 註：(1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。
 (2) 自2016年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 (3) 2016年調查首次涵蓋媒體製作業。
 (4) 因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 7 各行業職位空缺分布
(2003年12月-2016年1月)



* 佔該次調查中職位空缺總數百分率。
 + 自2016年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。

大眾傳播業整體人力市場狀況

人力、空缺及預測增長

2.19 調查發現，連同自由工作者在內，2016年1月時有10 676人和534人分別從事新聞業和數碼／新媒體業，27 130人和4 958人分別從事廣告與公共關係業和媒體製作業。僱主普遍預測2017年1月的人力會維持現狀，與2016年時相若，少數公司預計會有輕微收縮，不過情況並不明顯，職位數目會略減0.01%至43 929個。表2.10簡列各行業和技能等級的人力、空缺和僱主預測人力增長。2005年12月至2016年1月大眾傳播業僱員佔本港總人力的百分率見圖8。

表 2.10 大眾傳播業人力、空缺及預測增長（按行業及技能等級劃分）

技能等級	2016年1月 僱員人數 (不包括 自由工作 者)	2016年1月 自由工作者 人數	2016年1月 職位空缺 數目	2016年1月 人力需求 ⁽¹⁾	僱主預測 2017年1月 人力增長 (%)*	僱主預測 2017年1月 業內 職位數目
新聞業						
經理級	492	-	-	492	- (-)	492
主任級	1 136	20	17	1 173	1 (0.09)	1 174
編採／ 製作人員級	6 390	247	87	6 724	-1 (-0.01)	6 723
輔助／ 技術人員級	2 359	32	46	2 437	-1 (-0.04)	2 436
小計	10 377	299	150	10 826	-1 (-0.01)	10 825
數碼／新媒體業⁽²⁾						
經理級	20	-	-	20	- (-)	20
主任級	89	16	-	105	- (-)	105
編採／ 製作人員級	363	16	19	398	- (-)	398
輔助／ 技術人員級	30	-	-	30	- (-)	30
小計	502	32	19	553	- (-)	553

技能等級	2016年1月 僱員人數 (不包括自由工作者)	2016年1月 自由工作者 人數	2016年1月 職位空缺 數目	2016年1月 人力需求 ⁽¹⁾	僱主預測 2017年1月 人力增長 (%)*	僱主預測 2017年1月 業內 職位數目
廣告與公共關係業						
經理級	3 939	-	46	3 985	-15 (-0.38)	3 970
主任級	6 663	7	84	6 754	63 (0.93)	6 817
執行人員級	12 797	409	248	13 454	10 (0.07)	13 464
輔助/ 技術人員級	3 030	285	71	3 386	-51 (-1.51)	3 335
小計	26 429	701	449	27 579	7 (0.03)	27 586
媒體製作業⁽³⁾						
經理級	682	-	-	682	-5 (-0.73)	677
主任級	293	-	7	300	- (-)	300
執行人員級	1 006	298	11	1 315	- (-)	1 315
輔助/ 技術人員級	1 209	1 470	-	2 679	-6 (-0.22)	2 673
小計	3 190	1 768	18	4 976	- 11 (-0.22)	4 965
總數	40 498	2 800	636	43 934	- 5 (-0.01)	43 929

* 2016年1月佔該行業同級大眾傳播職位總數的百分率。

+ 廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。

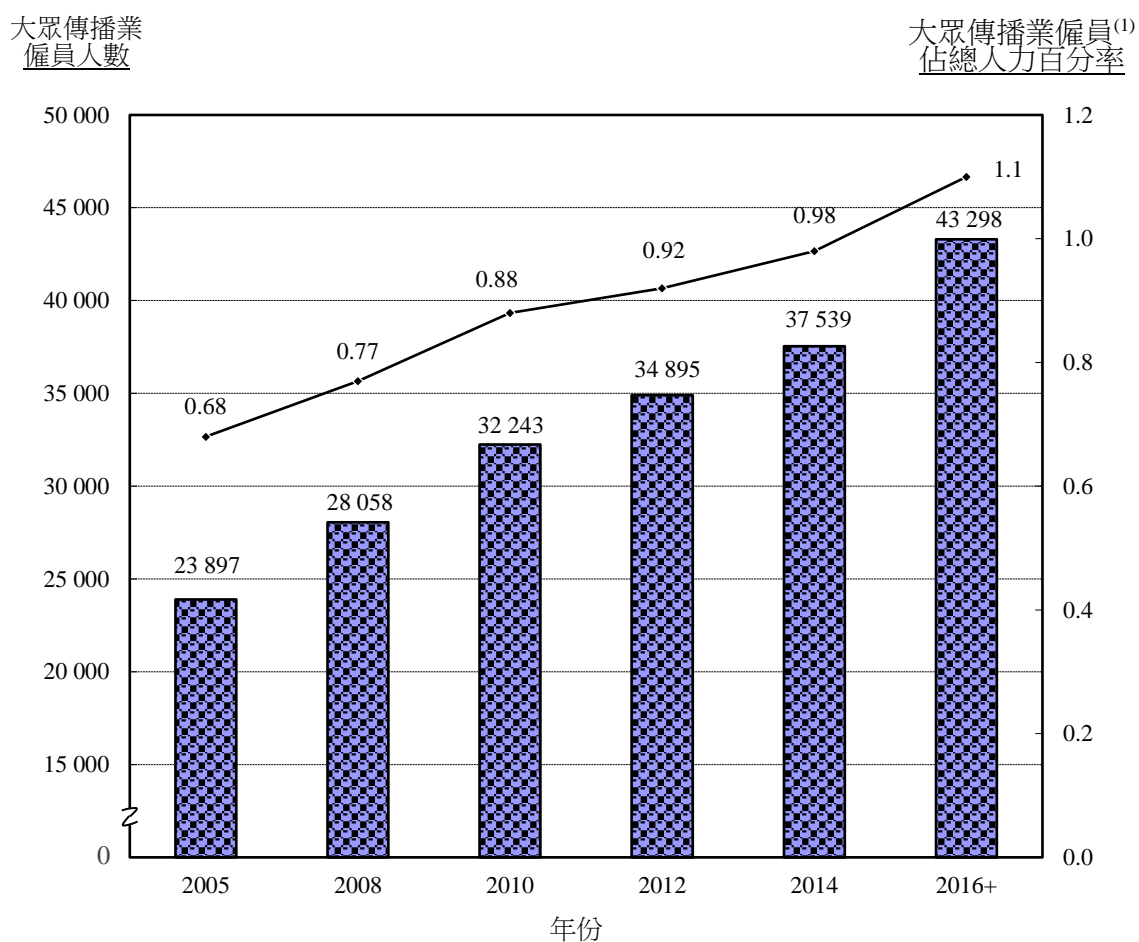
註：(1) 人力需求指現有僱員人數、自由工作者人數與空缺數目的總和。

(2) 自2016年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。


(3) 2016年調查首次涵蓋媒體製作業。


(4) 因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 8 大眾傳播業僱員佔總人力百分率
(2005 年 12 月–2016 年 1 月)



	2005 年 12 月	2008 年 2 月	2010 年 年 2 月	2012 年 2 月	2014 年 1 月	2016 年 月 1 月 ⁺
總人力* (‘000)	3 537.9	3 653.5	3 657.3	3 773.7	3 842.3	3 937.1
大眾傳播業僱員人數 ⁽¹⁾	23 897	28 058	32 243	34 895	37 539	43 298
大眾傳播業僱員 ⁽¹⁾ 佔總人力百分率	0.68	0.77	0.88	0.92	0.98	1.1

 大眾傳播業僱員

 大眾傳播業僱員佔總人力百分率

* 資料來源：政府統計處。

+ 2016 年調查首次涵蓋媒體製作業。

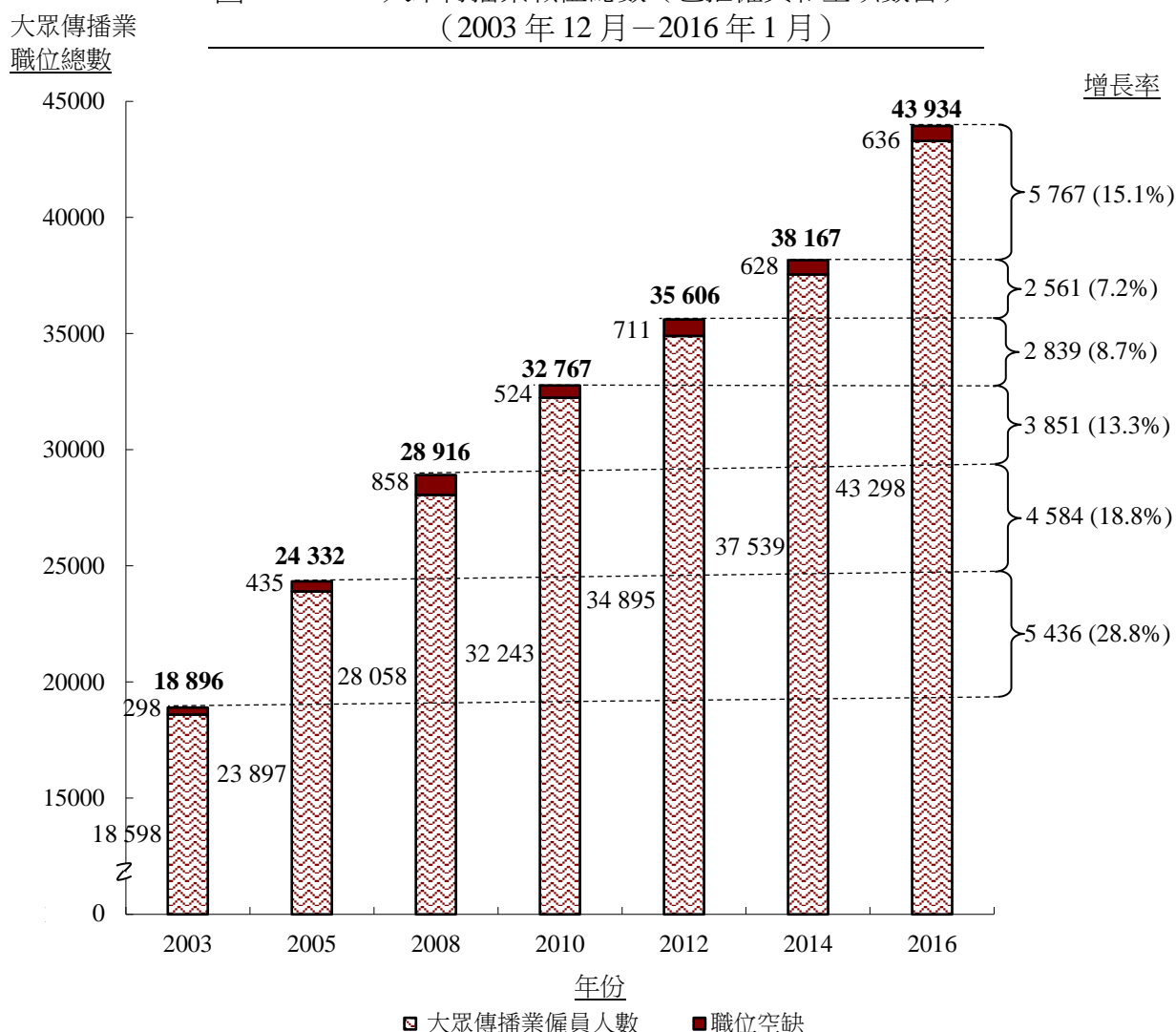
註： (1) 大眾傳播業僱員人數包括自由工作者。

2.20 2016年1月，大眾傳播業的人力市場維持穩定，業內僱員總數（包括自由工作者）增至43 298人，較2014年2月的37 539人增加15.3%。必須留意的是，部分增幅來自調查首次覆蓋的媒體製作業（4 958名僱員）。然而，由於整體勞動人口錄得溫和增長，故大眾傳播業僱員所佔百分率穩健上升，由2014年2月的0.98%增至2016年1月的1.1%。

大眾傳播業職位總數

2.21 經濟持續增長有利大眾傳播業創造職位。過去兩年本地經濟增長放緩，整體而言，業內職位數目由2014年2月的38 167個，增至2016年1月的43 934個，增幅為15.1%（5 767個），主要來自調查新覆蓋的媒體製作業（13%，4 958個），數字包括就業人數和空缺數目，詳情見圖9。2012至2014年期間，行業職位數目錄得7.2%的增長（由35 606個增至38 167個）。本會觀察所見，僱主在開設大眾傳播業職位時更為謹慎，這與市場憂慮環球經濟增長及中國經濟放緩，導致營商環境不明朗的情況相符。

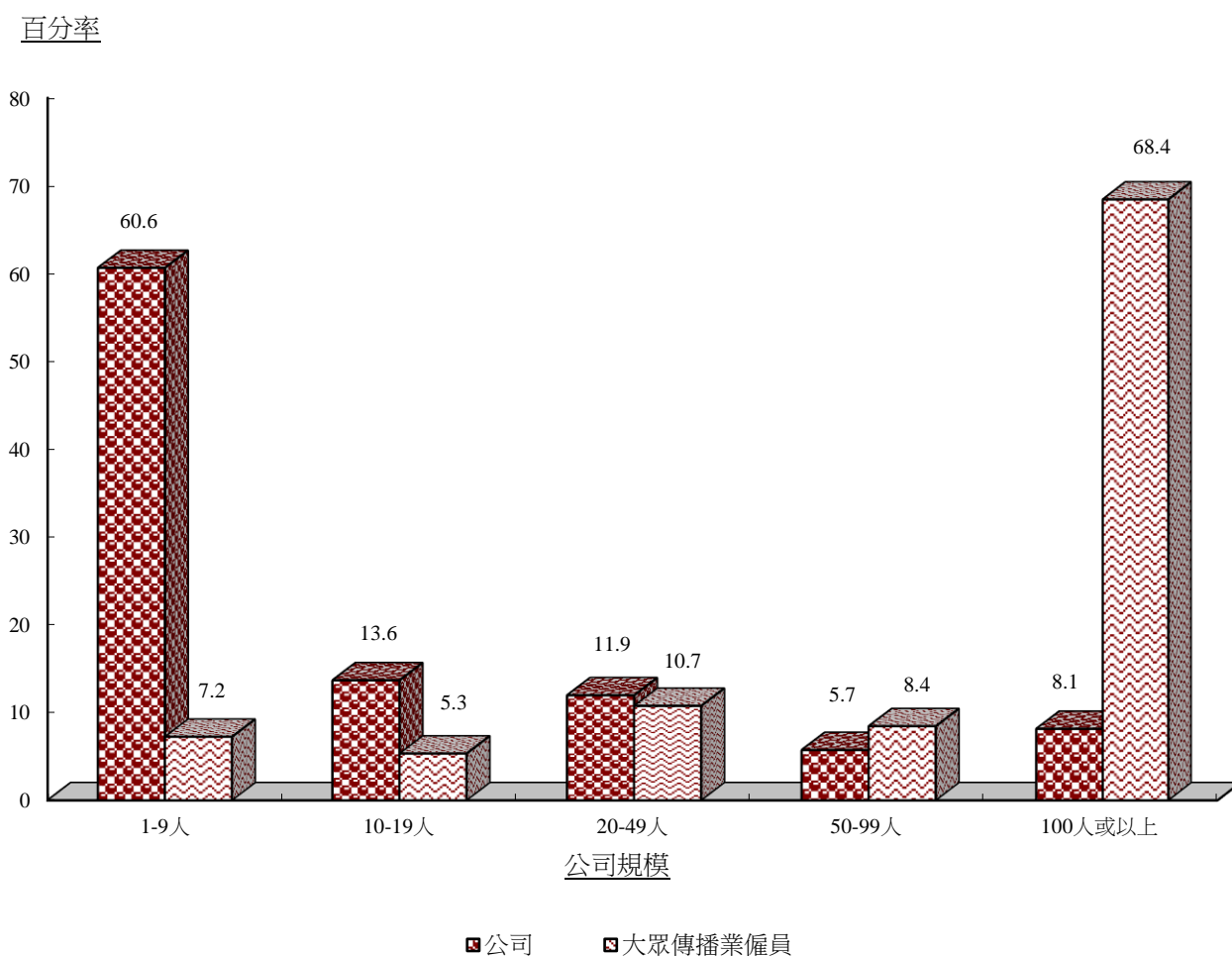
圖9 大眾傳播業職位總數（包括僱員和空缺數目）
（2003年12月－2016年1月）



大眾傳播業與僱員百分率分布情況（按公司規模劃分）

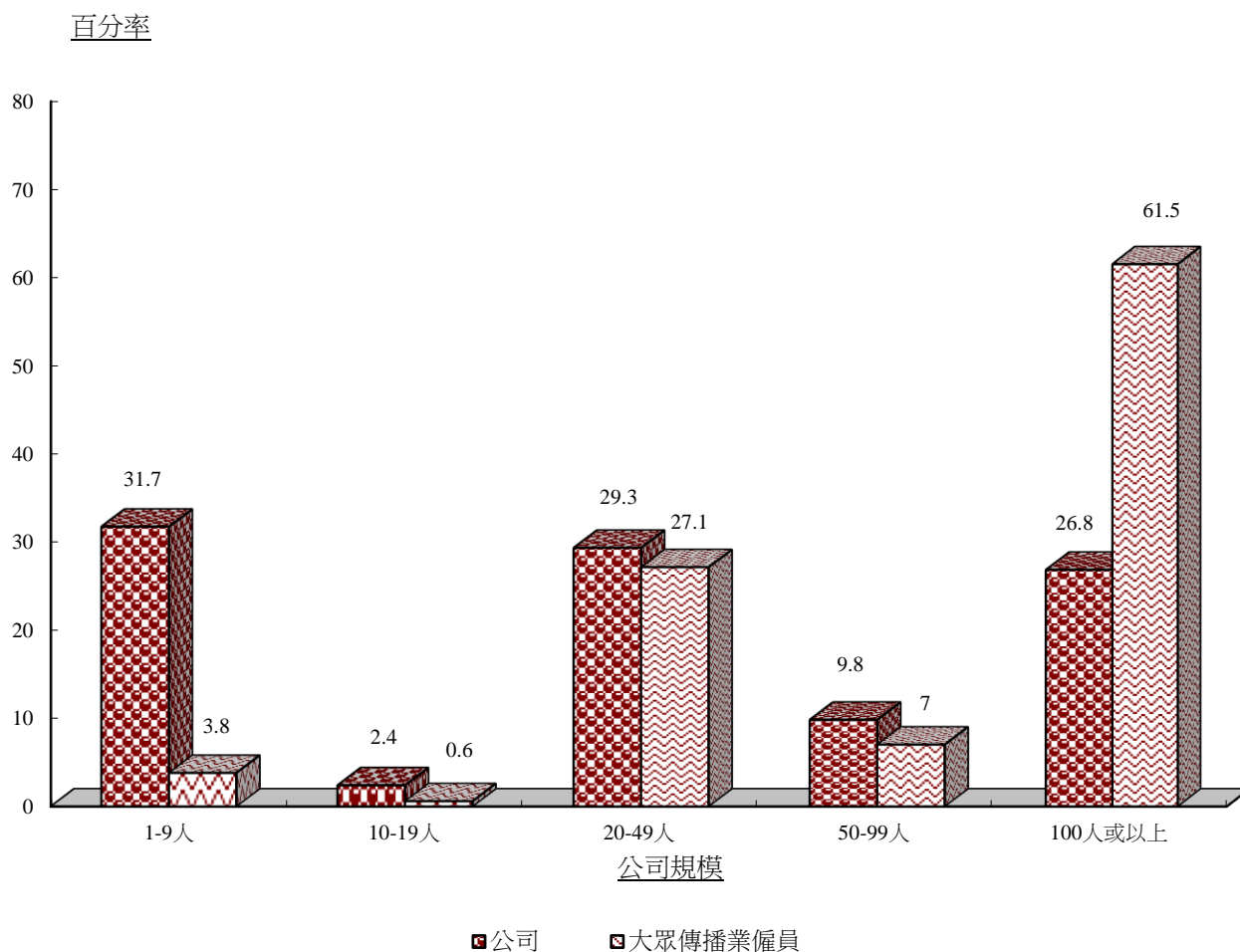
2.22 76.8%新聞業及 68.5%數碼/新媒體業從業員（包括自由工作者）在僱員 50 人或以上公司任職，惟在廣告與公共關係業，約 41.2%廣告業及 18.9%公共關係業從業員（包括自由工作者）所任職的公司僱員不足 10 人或超過 500 人。97.2%媒體製作業從業員任職僱員不足 50 人的公司，詳情見圖 10 至圖 13。

圖 10 新聞業⁽¹⁾機構與僱員（包括自由工作者）百分率分布（按公司規模劃分）
（2016 年 1 月）



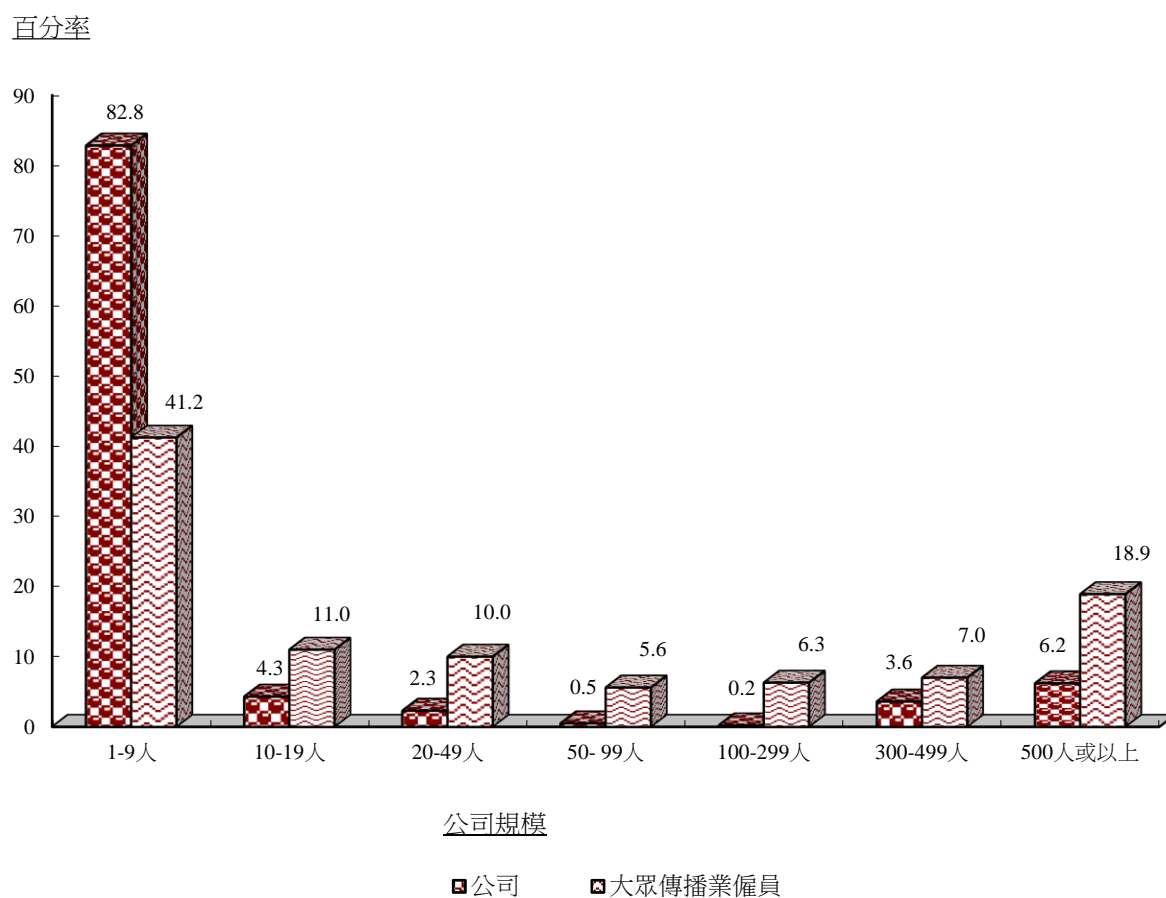
註： (1) 包括傳媒機構內的廣告／公共關係／市場部。
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 11 數碼／新媒體業⁽¹⁾⁽²⁾機構與僱員（包括自由工作者）
百分率分布（按公司規模劃分）
（2016 年 1 月）



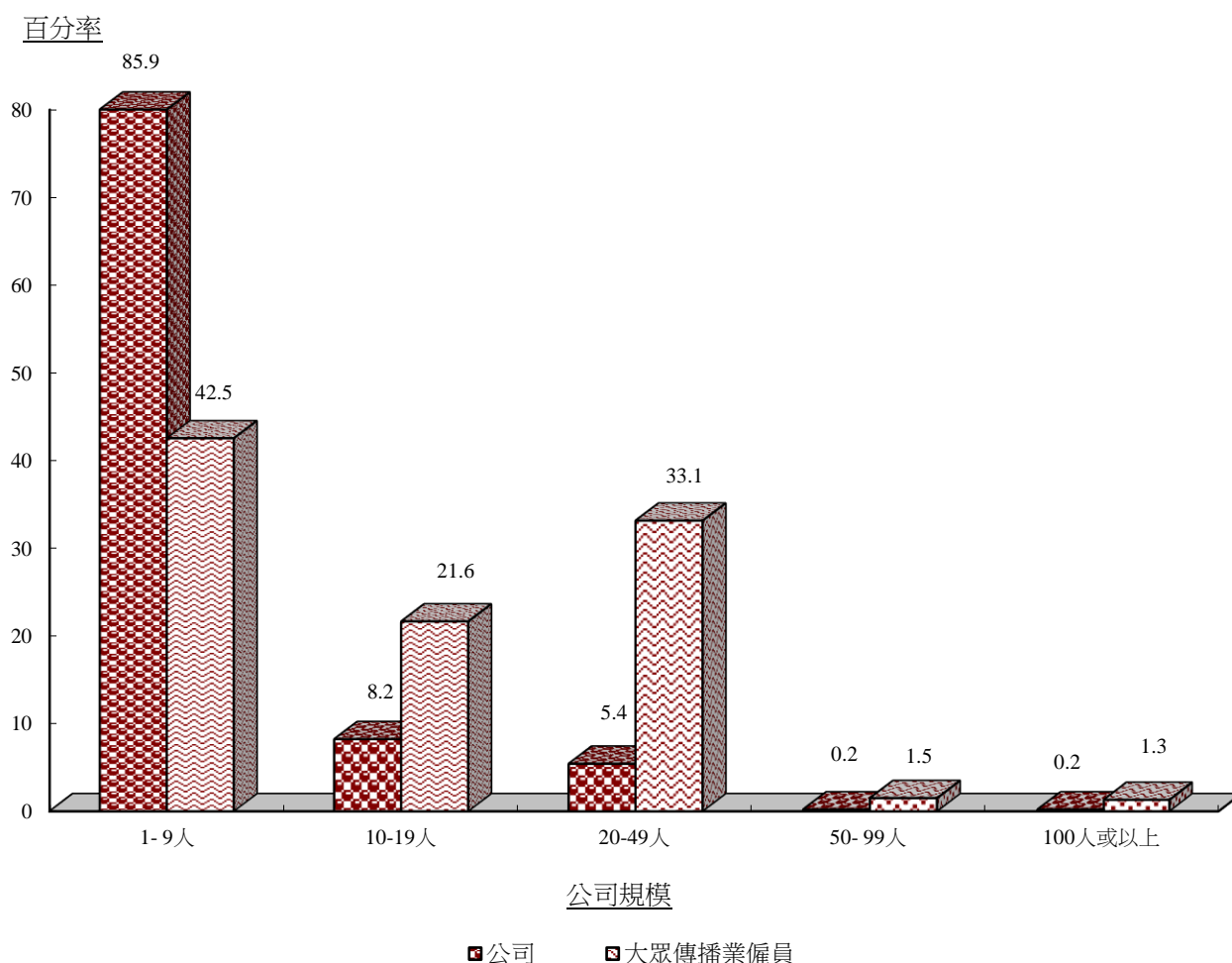
- 註： (1) 包括傳媒機構內的廣告／公共關係／市場部。
(2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
(3) 因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 12 廣告與公共關係業機構與僱員（包括自由工作者）
百分率分布（按公司規模劃分）
（2016 年 1 月）



註：（1）因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 13 媒體製作業⁽¹⁾機構與僱員（包括自由工作者）
百分率分布（按公司規模劃分）
（2016年1月）



註： (1) 2016年調查首次涵蓋媒體製作業。
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

網站／新媒體工作為主的本地從業員

2.23 調查期間，478間公司（佔是次調查6645間填覆機構的7.2%）表示有調派／招聘本地從業員主力負責網站／新媒體工作（2014年調查為337間公司，佔5003間填覆機構的6.7%）。各門類公司百分率分布見表2.11，當中以數碼／新媒體的比重最高(78.0%)，其次是電台／電視台新聞及資訊／廣告／公共關係部(28.9%)及新聞通訊社(26.3%)。本會發現，以下機構較多調派／招聘僱員主要擔任網站／新媒體工作：報紙業、新聞通訊社、廣告業公司及其他公司或機構內企業傳訊／公共關係／廣告／市場部。至於電台／電視台新聞及資訊／廣告／公共關係部，則較多使用外判專業服務，無需內部員工負責網站或新媒體的工作。

表 2.11

調派／招聘本地大眾傳播業僱員
主要擔任網站／新媒體工作的公司數目

門類	調派／招聘本地從業員 主要擔任網站／新媒體工作的公司（2016年1月）				
	有	(%)*	否	未有說明	總數
新聞業⁽¹⁾					
1. 報紙業	9	(22.0)	25	7	41
2. 雜誌業	56	(17.4)	251	14	321
3. 電台／電視台新聞及資訊部	11	(28.9)	22	5	38
4. 新聞通訊社	5	(26.3)	12	2	19
小計	81	(19.3)	310	28	419
數碼／新媒體業⁽¹⁾⁽²⁾					
5. 數碼／新媒體	32	(78.0)	8	1	41
小計	32	(78.0)	8	1	41
廣告與公共關係業					
6. 公共關係服務供應商	8	(1.8)	416	27	451
7. 廣告業機構	219	(5.5)	3 575	195	3 989
8. 公司或機構內企業傳訊／公共關係／廣告／市場部	96	(19.5)	280	117	493
小計	323	(6.5)	4 271	339	4 933
媒體製作業⁽³⁾					
9. 製作公司	42	(3.4)	1 145	65	1 252
小計	42	(3.4)	1 145	65	1 252
總數	478	(7.2)	5 734	433	6 645

* 佔該門類公司數目的百分率。

註： (1) 包括傳媒機構內廣告／公共關係／市場部。

(2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。

(3) 2016 年調查首次涵蓋媒體製作業。

2.24 表 2.12 顯示，各行業均有調派／招聘來主要擔任網站／新媒體工作，新聞業有 352 人，數碼／新媒體業（包括傳媒機構內的廣告／公共關係／市場部）有 330 人，廣告與公共關係業有 1 298 人，媒體製作業則有 153 人。

2.25 在 2 133 名主要擔任網站／新媒體工作的僱員中，許多人須同時兼顧社交網站的相關職務，新聞業有 203 人（佔 352 人中的 57.7%），數碼／新媒體業有 211 人（佔 330 人中的 63.9%），廣告與公共關係業有 796 人（佔 1 298 人中的 61.3%），媒體製作業則有 23 人（佔 153 人中的 15.0%）。隨著科技發展及社交媒體的普及，大眾傳播業僱員須掌握最新的技術；業內機構亦意識到制訂明確社交媒體的策略，以此配合其他傳統媒體宣傳的重要；有關數字正好印證本會的觀點。

表 2.12

主要擔任網站／新媒體工作的本地大眾傳播業僱員人數
(包括自由工作者) (按行業、門類及公司規模劃分)

門類	公司規模								網站／新媒體工作為主， 同時兼顧 社交網站相關職務 的從業員人數
	1-9人 (%)*	10-19人 (%)*	20-49人 (%)*	50-99人 (%)*	100人 或以上 [@] (%)*	300-499人 (%)*	500人 或以上 (%)*	整體 (%)*	
新聞業⁽¹⁾									
報紙業 (6 068) ⁺	5 (8.3)	- (-)	- (-)	14 (4.1)	95 (1.7)	- (-)	- (-)	114 (1.9)	105
雜誌業 (4 458) ⁺	63 (6.8)	- (-)	22 (1.8)	17 (2.7)	9 (0.9)	- (-)	- (-)	111 (2.5)	59
電台／電視台新聞及資 訊部 (3 550) ⁺	1 (4.2)	- (-)	3 (3.6)	7 (4.1)	95 (3.0)	- (-)	- (-)	106 (3.0)	33
新聞通訊社 (284) ⁺	2 (6.7)	8 (16.7)	11 (7.3)	- (-)	- (-)	- (-)	- (-)	21 (7.4)	6
小計 (14 360)⁺	71 (6.8)	8 (1.0)	36 (2.3)	38 (3.2)	199 (2.0)	- (-)	- (-)	352 (2.5)	203
數碼／新媒體業⁽¹⁾⁽²⁾									
數碼／新媒體 (1 363) ⁺	26 (52.0)	4 (50.0)	77 (21.0)	35 (38.0)	188 (22.2)	- (-)	- (-)	330 (24.2)	211
小計 (1 363)⁺	26 (52.0)	4 (50.0)	77 (21.0)	35 (38.0)	188 (22.2)	- (-)	- (-)	330 (24.2)	211
廣告與公共關係業									
公共關係服務供應商 (2 503) ⁺	6 (0.7)	- (-)	12 (1.9)	70 (20.4)	- (-)	- (-)	- (-)	88 (3.5)	15
廣告業機構 (14 624) ⁺	403 (4.7)	130 (6.0)	169 (9.9)	163 (17.3)	101 (8.5)	- (-)	- (-)	966 (6.6)	625
公司或機構內企業傳訊 ／公共關係／廣告／ 市場部 (6 108) ⁺	- (-)	- (-)	3 (25.0)	1 (16.7)	6 (16.2)	60 (3.7)	174 (3.9)	244 (4.0)	156
小計 (23 235)⁺	409 (4.3)	130 (5)	184 (7.9)	234 (18.2)	107 (7.3)	60 (3.7)	174 (3.9)	1 298 (5.6)	796
媒體製作業⁽³⁾									
製作公司 (4 976) ⁺	151 (7.2)	- (-)	- (-)	- (-)	2 (3.0)	- (-)	- (-)	153 (3.1)	23
小計 (4 976)⁺	151 (7.2)	- (-)	- (-)	- (-)	2 (3.0)	- (-)	- (-)	153 (3.1)	23
總數 (43 935)⁺	657 (5.2)	142 (3.2)	297 (5.0)	307 (11.6)	496 (4.1)	60 (3.7)	174 (3.9)	2 133 (4.9)	1 233

[@] 在廣告與公共關係業，公司規模以(100-299)人劃分。

* 佔該行業該門類及公司規模大眾傳播職位總數的百分率。

+ 各門類大眾傳播職位總數。

- 註：(1) 新聞及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
(2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
(3) 2016 年調查首次涵蓋媒體製作業。
(4) 因四捨五入關係，各項數字相加或與總計數字略有出入。

社交媒體工作所需技能／知識

2.26 本會觀察所見，愈來愈多大眾傳播業機構利用社交媒體，成功加強與客戶的關係。表 2.13 列出各行業為執行社交媒體工作所需具備技能／知識的比較（按需要程度降序排列）。附錄 6 詳列各行業為執行社交媒體工作要求僱員具備相關技能／知識的百分率（按需要程度排列）。

表 2.13 擔任社交媒體工作所需技能／知識比較
(按非常需要程度降序排列) (按行業劃分)

排名	新聞業 ⁽¹⁾		數碼／新媒體業 ⁽¹⁾⁽²⁾		廣告與公共關係業		媒體製作業 ⁽³⁾	
	技能／知識 (非常需要)	佔填覆機構 百分率	技能／知識 (非常需要)	佔填覆機構 百分率	技能／知識 (非常需要)	佔填覆機構 百分率	技能／知識 (非常需要)	佔填覆機構 百分率
1	網上搜尋	9.1	網上搜尋 網站分析	42.9	於社交媒體平台分享 ／發布	6.2	於社交媒體平台分享 ／發布	10.5
2	策展	8.6	-	-	網上搜尋	5.0	網絡安全	3.1
3	於社交媒體平台分享 ／發布	8.3	搜尋引擎優化	40.0	網絡安全	4.5	應用程式開發 網站分析	3.0
4	網站分析	7.0	網絡安全	37.1	社交媒體監測及監督	3.3	-	-
5	網絡安全	3.6	策展 於社交媒體平台分享 ／發布 應用程式開發	31.4	網站分析	3.1	網上搜尋	0.9
6	社交媒體監測及監督	3.1	-	-	策展	2.9	搜尋引擎優化	0.7
7	應用程式開發	2.6	-	-	搜尋引擎優化	2.0	社交媒體監測及監督 策展	0.2
8	搜尋引擎優化	2.1	社交媒體監測及監督	25.7	應用程式開發	1.8	-	-

- 註： (1) 新聞及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
(2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
(3) 2016 年調查首次涵蓋媒體製作業。

新一代僱員

年輕大眾傳播業僱員的素養

2.27 僱主報稱，2016年1月時30歲以下擔任各種主要職務的大眾傳播業僱員（包括自由工作者）共有8 123名，佔現有43 934個職位的18.5%（2014年調查：9 711名年輕從業員，佔當時38 167個職位的25.4%）。本會認為，這些年輕僱員可為公司帶來嶄新視野和創新意念。

2.28 調查顯示，30歲以下（包括自由工作者）的從業員中，有798名任職公共關係服務供應商，佔該門類現有2 503個職位的31.9%；其次有387名任職數碼／新媒體業，佔該門類現有1 363個職位的28.4%。表2.14列出按行業、門類及公司規模劃分下，30歲以下大眾傳播業僱員的人數（包括自由工作者）。

表 2.14 30歲以下大眾傳播業僱員人數（包括自由工作者）
（按行業、門類及公司規模劃分）

門類	公司規模							整體 (%)*
	1-9人 (%)*	10-19人 (%)*	20-49人 (%)*	50-99人 (%)*	100人或 以上® (%)*	300-499人 (%)*	500人或 以上 (%)*	
新聞業⁽¹⁾								
報紙業 (6 608) ⁺	19 (31.7)	1 (5.0)	- (-)	65 (19.1)	1 518 (27.5)	- (-)	- (-)	1 603 (26.4)
雜誌業 (4 458) ⁺	131 (14.1)	118 (18.0)	251 (20.8)	71 (11.3)	- (-)	- (-)	- (-)	571 (12.8)
電台／電視台新聞及資訊部 (3 550) ⁺	4 (16.7)	7 (11.9)	33 (39.8)	19 (11.1)	291 (9.1)	- (-)	- (-)	354 (10.0)
新聞通訊社 (284) ⁺	6 (20.0)	20 (41.7)	26 (17.3)	5 (8.9)	- (-)	- (-)	- (-)	57 (20.1)
小計 (14 360)⁺	160 (15.4)	146 (18.6)	310 (19.9)	160 (13.4)	1 809 (18.5)	- (-)	- (-)	2 585 (18.0)
數碼／新媒體業⁽¹⁾⁽²⁾								
數碼／新媒體 (1 363) ⁺	17 (34.0)	3 (37.5)	70 (19.1)	53 (57.6)	244 (28.8)	- (-)	- (-)	387 (28.4)
小計 (1 363)⁺	17 (34)	3 (37.5)	70 (19.1)	53 (57.6)	244 (28.8)	- (-)	- (-)	387 (28.4)
廣告與公共關係業								
公共關係服務供應商 (2 503) ⁺	177 (20.8)	167 (38.3)	308 (49.4)	91 (26.5)	55 (22.2)	- (-)	- (-)	798 (31.9)
廣告業機構 (14 624) ⁺	915 (10.6)	596 (27.3)	409 (24)	180 (19.1)	375 (31.7)	- (-)	- (-)	2 475 (16.9)
公司或機構內企業傳訊／公共 關係／廣告／市場部 (6 108) ⁺	- (-)	- (-)	2 (16.7)	2 (33.3)	16 (43.2)	435 (27.1)	761 (17.1)	1 216 (19.9)
小計 (23 235)⁺	1092 (11.5)	763 (29.1)	719 (30.7)	273 (21.2)	446 (30.4)	435 (27.1)	761 (17.1)	4 489 (19.3)

媒體製作業 ⁽³⁾								
媒體製作 (4 976) ⁺	461 (21.9)	80 (7.4)	85 (5.2)	- (-)	36 (54.5)	- (-)	- (-)	662 (13.3)
小計 (4 976)⁺	461 (21.9)	80 (7.4)	85 (5.2)	- (-)	36 (54.5)	- (-)	- (-)	662 (13.3)
總數 (43 934)⁺								8 123 (18.5)

@ 在廣告與公共關係業，公司規模以（100-299）人劃分。

* 佔該行業該門類及公司規模大眾傳播職位總數的百分率。

+ 各門類職位總數。

- 註：
- (1) 新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
 - (2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 - (3) 2016 年調查首次涵蓋媒體製作業。
 - (4) 因四捨五入關係，各項數字相加或與總計數字有出入。

2.29 本會發現，受訪公司大多樂意填覆對年輕從業員所需素養培訓的意見，期望僱員在公司可有更大貢獻。表 2.15 列出僱主對年輕從業員素養培訓重要程度的比較（按高度重要的程度降序排列）。附錄 8 列出各行業對年輕大眾傳播僱員素養培訓及其重要程度的百分率。

表 2.15 年輕從業員素養培訓重要程度比較
（按高度重要的程度降序排列）
（按行業劃分）

排名	新聞業 ⁽¹⁾		數碼／新媒體業 ⁽¹⁾⁽²⁾		廣告與公共關係業		媒體製作業 ⁽³⁾	
	素養培訓 （高度重要）	佔填覆 機構 百分率	素養培訓 （高度重要）	佔填覆 機構 百分率	素養培訓 （高度重要）	佔填覆 機構 百分率	素養培訓 （高度重要）	佔填覆 機構 百分率
1	團隊合作	52.1	工作態度	75.0	工作態度	47.2	團隊合作	77.8
2	熱誠	49.5	團隊合作	71.4	人際溝通技巧	42.2	工作態度	76.8
3	專心工作	47.9	人際溝通技巧	60.7	團隊合作	41.7	守時	67.5
4	工作態度	43.1	保護公司有形及無形 資產（或知識產權）	57.1	創意	40.9	專心工作	49.3
5	保障私隱	38.8	保障私隱	53.6	熱誠	39.0	保護公司有形及無形 資產（或知識產權）	43.8
	守時		專心工作					
	創意		創意					
6	-	-	-	-	保護公司有形及無形 資產（或知識產權）	38.1	人際溝通技巧	36.0
7	-	-	-	-	專心工作	32.2	保障私隱	35.0
8	保護公司有形及無形資 產（或知識產權）	35.1	熱誠	50.0	守時	31.8	熱誠	33.0
9	忠誠度	30.3	忠誠度	46.4	保障私隱	31.2	情緒管理	29.1
10	人際溝通技巧	28.7	媒體與資訊素養	42.9	忠誠度	30.0	忠誠度	28.6

註： (1) 新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
(2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
(3) 2016 年調查首次涵蓋媒體製作業。

挽留人才

2.30 調查顯示，大眾傳播業僱主認為「增加薪金」是挽留員工的最有效方法，有 1 至 4 人僱員的機構尤其有這種看法；而參考媒體製作業僱主的意見，「增加工作自主權」是第二項最有效的挽留方法。本會認為業內機構應考量這些意見，制訂內部策略挽留員工，應付人力市場的緊絀情況。本會認為，僱員共同參與公司事務，心境愉快下工作會更有效率和投入。表 2.16 比較各行業挽留現有大眾傳播業僱員所採用的有效方法（按優先次序排列）。附錄 7 詳列按行業、門類及公司規模劃分的分析。

表 2.16 比較各行業挽留人才的方法
（按優先次序排列）
（填覆者最多可選三項）

排名	新聞業 ⁽¹⁾		數碼／新媒體業 ⁽¹⁾⁽²⁾		廣告與公共關係業		媒體製作業 ⁽³⁾	
	有效方法	佔填覆機構百分率	有效方法	佔填覆機構百分率	有效方法	佔填覆機構百分率	有效方法	佔填覆機構百分率
1	增加薪金及附帶福利	78.2	增加薪金及附帶福利	85.7	增加薪金及附帶福利	81.5	增加薪金及附帶福利	48.6
2	縮短或彈性工作時間	29.4	更多有薪休假	34.3	縮短或彈性工作時間	27.9	增加工作自主權	46.3
3	提升工作滿意度	25.5	內部晉升／事業發展	34.3	增加工作自主權	18.4	提升工作滿意度	39.6
4	增加工作自主權	20.3	提升工作滿意度	34.3	內部晉升／事業發展	15.6	縮短或彈性工作時間	33.3
5	更多有薪休假	19.4	提供／資助技能培訓和個人發展	20.0	提升工作滿意度	15.6	內部晉升／事業發展	9.3
6	加強與現職僱員溝通，增強他們的歸屬感	18.5	縮短或彈性工作時間	17.1	更多有薪休假	14.8	更多有薪休假	8.2
7	內部晉升／事業發展	13.6	增加工作自主權	17.1	加強與現職僱員溝通，增強他們的歸屬感	12.9	提供／資助技能培訓和個人發展	8
8	建立正面的機構形象／文化	11.8	建立正面的機構形象／文化	14.3	提供／資助技能培訓和個人發展	9	建立正面的機構形象／文化	7.3

排名	新聞業 ⁽¹⁾		數碼／新媒體業 ⁽¹⁾⁽²⁾		廣告與公共關係業		媒體製作業 ⁽³⁾	
	有效方法	佔填覆機構百分率	有效方法	佔填覆機構百分率	有效方法	佔填覆機構百分率	有效方法	佔填覆機構百分率
9	提供／資助技能培訓和個人發展	4.8	加強與現職僱員溝通，增強他們的歸屬感	8.6	建立正面的機構形象／文化	3.8	加強與現職僱員溝通，增強他們的歸屬感	5.2
10	提供職務輪換	2.1	提供職務輪換	2.9	提供職務輪換	1.8	其他	3.6

- 註：
- (1) 新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
 - (2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 - (3) 2016 年調查首次涵蓋媒體製作業。

人力變化

各技能等級人力變化

2.31 將是次調查 2016 年 1 月與上一次調查 2014 年 1 月時的人力比較，新聞業僱員幾乎各個技能等級（包括自由工作者）人數均有所下跌，整體減少 363 人，由 11 039 人下跌至 10 676 人，兩年的跌幅為 3.3%。數碼／新媒體業⁽¹⁾方面，整體增加 19 人，由 515 人上升至 534 人，兩年的增幅為 3.7%。值得注意的是，數碼／新媒體業人手出現顯著增幅，是因為增設了主要職務、部分主要職務的工作說明和技能等級有所更新調整。廣告與公共關係業方面，整體增加 1 145 人，由 25 985 人上升至 27 130 人，兩年的增幅為 4.4%。2016 年報告首次涵蓋的媒體製作業僱員為 4 958 人。2014 年 1 月至 2016 年 1 月，按行業及技能等級劃分下，大眾傳播業僱員人數（包括自由工作者）的變化見表 2.17。

表 2.17 大眾傳播業僱員人數變化（包括自由工作者）
（按行業及技能等級劃分）
（2014 年 1 月－2016 年 1 月）

技能等級	大眾傳播業僱員人數（包括自由工作者）			
	2014年1月	2016年1月	增／減	%變化
新聞業⁽¹⁾				
經理級	503	492	- 11	-2.2
主任級	1 304	1 156	- 148	-11.3
編採／製作人員級	7 003	6 637	- 366	-5.2
輔助／技術人員級	2 229	2 391	162	7.3
小計	11 039 (29.4)[#]	10 676 (24.7)[#]	- 363	-3.3
數碼／新媒體業⁽¹⁾⁽²⁾				
經理級	15	20	5	33.3 [*]
主任級	65	105	40	61.5 [^]
編採／製作人員級	203	379	176	86.7 [@]
輔助／技術人員級	232	30	- 202	-87.1 [@]
小計	515 (1.4)[#]	534 (1.2)[#]	19	3.7

技能等級	大眾傳播業僱員人數（包括自由工作者）			
	2014年1月	2016年1月	增／減	%變化
廣告與公共關係業				
經理級	3 699	3 939	240	6.5
主任級	6 487	6 670	183	2.8
執行人員級	12 851	13 206	355	2.8
輔助／技術人員級	2 948	3 315	367	12.4
<i>小計</i>	25 985 (69.2) #	27 130 (62.7) #	1 145	4.4
媒體製作業⁽³⁾				
經理級	-	682	-	-
主任級	-	293	-	-
執行人員級	-	1 304	-	-
輔助／技術人員級	-	2 679	-	-
<i>小計</i>	-	4 958 (11.5) #	-	-
總數	37 539 (100.0%) #	43 298 (100.0%) #	5 759	15.3

佔該年調查大眾傳播業僱員人數的百分率。

* 人手出現顯著增幅，是因為增設了新的主要職務，「193 首席技術主任；首席技術總監」、「195 製作總監」、「196 創意總監」。

^ 人手出現顯著增幅，是因為增設了新的主要職務，「290 技術經理」、「291 研發經理」、「292 監製」、「294 製作經理」。

@ 人手出現顯著變動，是因為增設了新的主要職務（涉及 10 名僱員），「394 社交媒體專員」、「395 影片剪接師」、「398 項目執行主任」，而 2014 年調查中原屬輔助／技術人員級的「408 網頁製作員」、「409 網主」、「410 數碼媒體設計員」（涉及 165 名僱員）則修改了職級工作說明。

- 註：
- (1) 新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
 - (2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 - (3) 2016 年調查首次涵蓋媒體製作業。
 - (4) 因四捨五入關係，各項數字相加或與總計數字有出入。

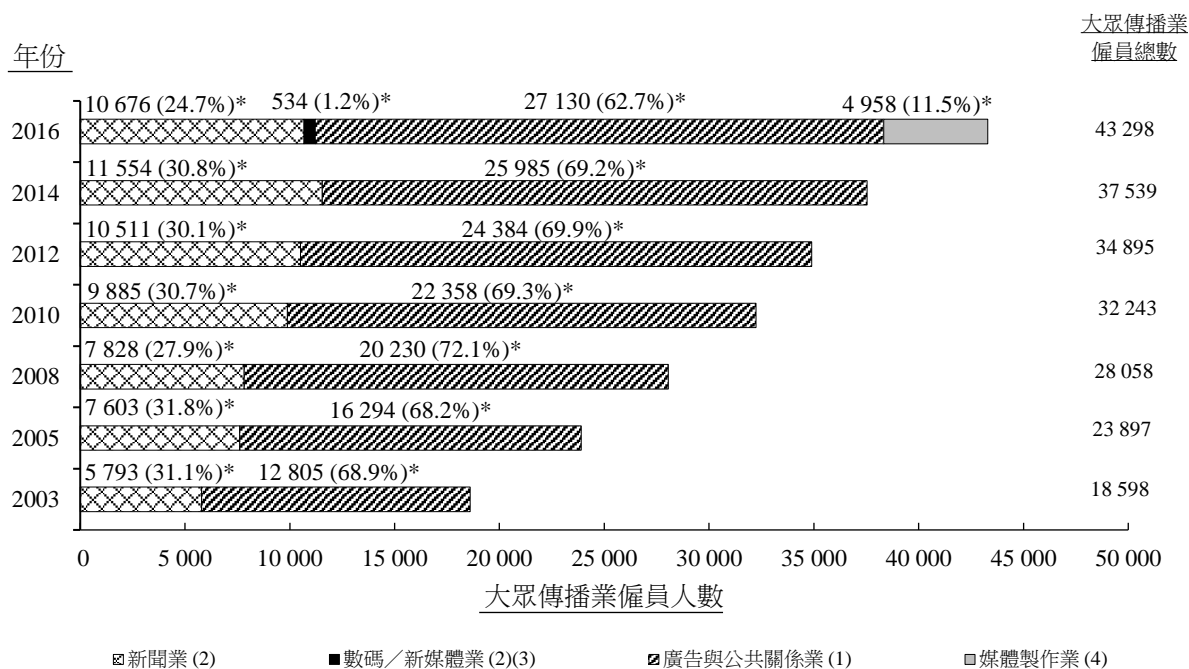
2.32 調查結果顯示，業內僱員由 2014 年 1 月的 37 539 人增至 2016 年 1 月的 43 298 人，整體增幅為 15.3%。然而，撇除首次納入調查的媒體製作業 4 958 名僱員的影響，大眾傳播業僱員由 2014 年 1 月的 37 539 人上升至 2016 年 1 月的 38 340 人，錄得淨升幅 2.1%。本會認為，上述增幅頗能反映調查期間業內的人力情況。比較 2012 年 2 月至 2014 年 1 月的情況（由 34 895 人增至 37 539 人，整體增幅 7.6%），本會認為過去兩年大眾傳播業的人力市場繼續呈現整固跡象。

2.33 在各技能等級僱員中，廣告與公共關係業的輔助／技術人員級僱員人數增幅最大，由 2 948 人上升至 3 315 人，增幅達 12.4%。本會認為，在是次調查中業內機構僱用了大量輔助／技術人員（如美術設計員），令僱員人數大增，廣告業機構尤其明顯。本會亦發現，由於數碼／新媒體業的職位加入了數碼內容主任、研發經理等新的主任級主要職務，帶動有關僱員人數上升，增幅顯著。

各行業及門類的人力變化

2.34 過去兩年，大眾傳播業僱員（包括自由工作者）增加 5 759 人，增長達 15.3%，是次調查首次涵蓋媒體製作業是主要原因。2003 年 12 月至 2016 年 1 月各行業的人力分布見圖 14。2014 年 2 月至 2016 年 1 月期間，按行業及門類劃分的僱員人數變化（包括自由工作者）見表 2.18。

圖 14 各行業僱員分布
(2003 年 12 月 – 2016 年 1 月)



- * 佔該年調查大眾傳播業僱員人數的百分率。
- 註： (1) 廣告與公共關係業包括傳媒機構內的廣告/公共關係/市場部。
 (2) 自 2016 年調查起，數碼/新媒體業獨立於新聞業，成為新的行業範疇。
 (3) 2016 年調查首次涵蓋媒體製作業。
 (4) 因四捨五入關係，各項數字相加或與總計數字有出入。

表 2.18 大眾傳播業僱員人數變化（包括自由工作者）
（按行業及門類劃分）
（2014年2月－2016年1月）

門類	大眾傳播業僱員人數（包括自由工作者）			
	2014年2月	2016年1月	增／減	%變化
新聞業				
報紙業	5 111	4 847	- 264	-5.2
雜誌業	3 216	3 125	- 91	-2.8
電台／電視台新聞及資訊部	2 471	2 496	25	1.0
新聞通訊社	241	208	-33	-13.7
小計	11 039 (29.4) #	10 676 (24.7) #	-363 (-6.3)	-3.3
數碼／新媒體業⁽¹⁾				
數碼／新媒體	515	534	19	3.7
小計	515 (1.4) #	534 (1.2) #	19 (0.3)	3.7
廣告與公共關係業				
公共關係服務供應商	2 264	2 464	200	8.8
傳媒機構內廣告／ 公共關係／市場部	4 201	4 241	40	1.0
廣告業機構	14 214	14 442	228	1.6
公司或機構內企業傳訊／ 公共關係／廣告／市場部	5 306	5 983	677	12.8
小計	25 985 (69.2) #	27 130 (62.7) #	1 145 (19.9)	4.4
媒體製作業⁽²⁾				
媒體製作	-	4 958	-	-
小計	- (-) #	4 958 (11.5) #	-	-
總數	37 539 (100.0%) #	43 298 (100.0%) #	5 759	15.3

- # 佔該年調查大眾傳播業僱員人數的百分率。
 註： (1) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 (2) 2016 年調查首次涵蓋媒體製作業。
 (3) 因四捨五入關係，各項數字相加或與總計數字有出入。

2.35 業界漸漸關注品牌及企業形象、認識到使用各類新媒體平台與目標受眾溝通的重要，促使以下行業的職位錄得增長。2014年2月至2016年1月，從事公司或機構內企業傳訊／公共關係／廣告／市場部工作的僱員人數錄得最大升幅，達12.8%（677人）；其次為公共關係服務供應商，達8.8%（200人）；之後為數碼／新媒體機構，有3.7%（19人）；而新聞通訊社（13.7%，即33個職位）及報紙業（5.2%，即264個職位）則縮減職位。

僱員宜有才能與平均月入幅度

僱員宜有教育程度

2.36 調查顯示，大多數僱主期望屬下各技能等級的僱員持有學士學位，副學位或高中學歷只屬意為輔助／技術級人員所持有。按各行業及技能等級劃分的大眾傳播業僱員宜有教育程度的比較見表2.19，按門類、技能等級及職務編號／職稱劃分的詳細分析見附錄9。

表 2.19 大眾傳播業僱員宜有教育程度
(按行業及技能等級劃分)

技能等級	行業	宜有教育程度	佔僱員總數百分率 (按行業及技能等級劃分)
經理級	新聞業 (492)*	學士學位 (379)#	77.0%
	數碼／新媒體業 (20)*	學士學位 (15)#	75.0%
	廣告與公共關係業+ (3 939)*	學士學位 (3 268)#	83.0%
	媒體製作業 (682)*	學士學位 (514)#	75.4%
主任級	新聞業 (1 156)*	學士學位 (810)#	70.1%
	數碼／新媒體業 (105)*	學士學位 (83)#	79.0%
	廣告與公共關係業+ (6 670)*	學士學位 (4 760)#	71.4%
	媒體製作業 (293)*	學士學位 (92)#	31.4%
編採／製作／ 執行人員級	新聞業 (6 637)*	學士學位 (4 033)#	60.8%
	數碼／新媒體業 (379)*	副學位 (159)#	42.0%
	廣告與公共關係業+ (13 206)*	學士學位 (5 057)#	38.3%
	媒體製作業 (1 304)*	副學位 (681)#	52.2%

技能等級	行業	宜有教育程度	佔僱員總數百分率 (按行業及 技能等級劃分)
輔助/ 技術人員級	新聞業 (2 391)*	副學位 (834)#	34.9%
	數碼/新媒體業 (30)*	高中 (14)#	46.7%
	廣告與公共關係業+ (3 315)*	副學位 (1 583)#	47.8%
	媒體製作業 (2 679)*	高中 (1 274)#	47.6%
整體	新聞業 (10 676)*	學士學位 (5 408)#	50.7%
	數碼/新媒體業 (534)*	學士學位 (202)#	37.8%
	廣告與公共關係業+ (27 130)*	學士學位 (13 472)#	49.7%
	媒體製作業 (4 958)*	副學位 (1 473)#	29.7%

* 該行業該技能等級的大眾傳播僱員總數。

該行業該技能等級具備該教育程度的大眾傳播僱員總數。

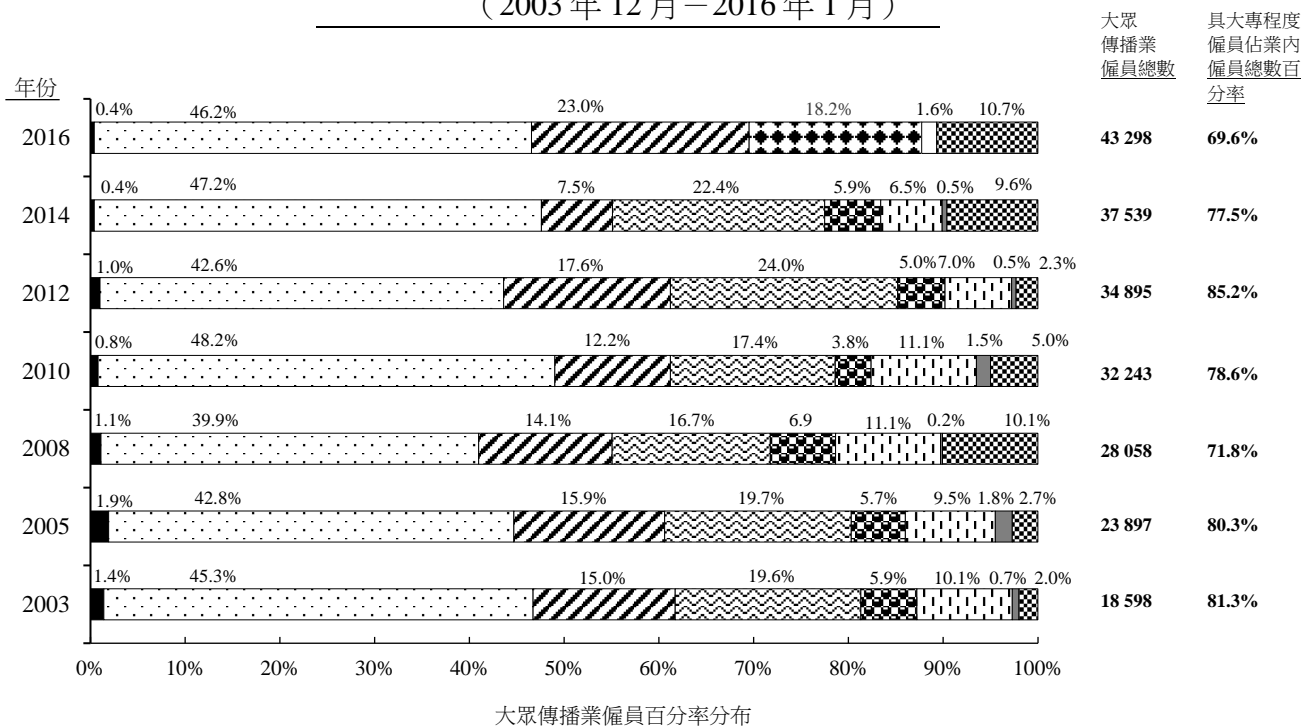
+ 廣告與公共關係業包括傳媒機構內的廣告/公共關係/市場部。

註： 大眾傳播業僱員人數包括自由工作者。

2.37 本會發現，僱主普遍屬意業內僱員(69.6%)宜有大專學歷（如副學位：副學士／高級文憑／專業文憑，高級證書或以上學歷），見圖 15。例如：僱主屬意 86%擔任社長／董事經理／總裁的僱員，需具備學士學位或以上學歷，4.2%僱員則具備副學士／高級文憑程度（2014 年調查：分別為 89.3%及 2.7%），詳見附錄 9 表 9.7。

2.38 過去十年，僱主對僱員宜有教育程度的要求分別不大。2016 年調查顯示，僱主屬意 46.6%的僱員持有學士學位或以上學歷，23%僱員持有副學士／高級文憑／文憑／高級證書／證書學歷（2014 年調查：分別為 47.6%及 29.9%）。有關比例遠高於 2016 年第一季的 15 歲及以上且擁有大專學歷的勞動人口比率（30.9%達學士學位程度，9.1%達副學位／文憑／證書程度）（資料來源：摘自《綜合住戶統計調查按季統計報告》的人力統計數字－2016 年 1 月至 3 月，政府統計處出版）。本會認為大眾傳播業屬知識密集型行業，需要聘用更多受過高等教育和訓練有素的人才。圖 15 比較 2003 年至 2016 年間業內僱主對僱員宜有教育程度的要求。

圖 15 大眾傳播業僱員宜有教育程度
(2003年12月-2016年1月)



- 研究院：碩士學位程度或以上
- 學士學位
- ▨ 副學位：副學士／高級文憑或同等程度
- ▣ 高中：中四至中六、文憑、香港中學文憑、職專文憑／基礎課程文憑／毅進文憑或同等程度
- ▤ 文憑／高級證書／證書或同等程度
- ▥ 預科／中學文憑程度
- 中五程度
- 中五程度以下
- 初中：中一至中三程度
- ▩ 未有說明

僱員宜有相關年資

2.39 調查問及僱主對僱員相關年資方面的意見。調查顯示，新聞業僱主普遍屬意經理級及主任級宜有 5 年至 7 年以下、編採／製作人員級宜有 2 年至 5 年以下、輔助／技術人員級宜有 2 年以下相關年資；數碼及新媒體業僱主認為，經理級宜有 7 年至 10 年以下、主任級 5 年至 7 年以下、執行人員級 2 年至 5 年以下、輔助／技術人員級為 2 年以下相關年資；廣告與公共關係業僱主認為，經理級宜有 10 年至 15 年以下、主任級 5 年至 7 年以下、執行人員級及輔助／技術人員級 2 年至 5 年以下相關年資；媒體製作業僱主認為，經理級宜有 7 年至 10 年以下相關年資，主任級、執行人員級、輔助／技術人員級則宜有 5 年至 7 年以下相關年資。大眾傳播業僱員按各行業、門類及技能等級劃分宜有相關年資摘錄於表 2.20；按門類、技能等級及職務編號／職稱劃分的詳細分析載於附錄 10。

表 2.20 僱員宜有相關年資
(按行業、門類及技能等級劃分)

門類 \ 技能等級	經理級	主任級	編採／製作／ 執行人員級	輔助／技術人員 級
新聞業				
報紙業	7 至 10 年以下	5 至 7 年以下	2 至 5 年以下	2 至 5 年以下
雜誌業	5 至 7 年以下	5 至 7 年以下	2 至 5 年以下	2 年以下
電台／電視台新聞及資訊部	未有說明	未有說明	未有說明	未有說明
新聞通訊社	5 至 7 年以下	2 至 5 年以下	2 至 5 年以下	2 年以下
數碼／新媒體業⁽¹⁾				
數碼／新媒體	7 至 10 年以下	5 至 7 年以下	2 至 5 年以下	2 年以下
廣告與公共關係業				
公共關係服務供應商	10 至 15 年以下	5 至 7 年以下	2 至 5 年以下	無需經驗
傳媒機構內廣告／ 公共關係／市場部	7 至 10 年以下	2 至 5 年以下	2 至 5 年以下	2 年以下
廣告業機構	10 至 15 年以下	5 至 7 年以下	2 至 5 年以下	2 至 5 年以下
公司或機構內企業傳訊／ 公共關係／廣告／市場部	未有說明	5 至 7 年以下	2 至 5 年以下	2 至 5 年以下
媒體製作業⁽²⁾				
媒體製作	7 至 10 年以下	5 至 7 年以下	5 至 7 年以下	5 至 7 年以下

註： (1) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
(2) 2016 年調查首次涵蓋媒體製作業。

2.40 本會發現，僱主普遍屬意僱員具備豐富的行業經驗，以資深（高級）記者／記者為例，48.1%須具備 2 年至 5 年以下相關年資，23.7%則須具備 2 年以下相關年資；詳見附錄 10 表 10.1。

薪酬幅度

2.41 新聞業及數碼媒體業各級僱員（不包括自由工作者）的平均每月總收入如下（包括底薪、超時工資、生活津貼、膳食津貼、佣金與花紅）：經理級由 30,001 元至 80,000 元不等，主任級由 20,001 元至 50,000 元不等，編採／製作人員級由 12,001 元至 30,000 元不等，輔助／技術人員級由 8,001 元至 30,000 元不等。新聞及數碼媒體從業員（不包括自由工作者）按各門類及技能等級劃分的平均每月收入幅度見表 2.21。由於是次並非薪酬調查，所得資料僅供參考之用。

表 2.21 新聞業及數碼/新媒體業僱員平均每月收入幅度（不包括自由工作者）
（按門類及技能等級劃分）

技能等級	平均每月收入								總數 (大眾傳播業 僱員)
	\$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 或以上	未有說明	
報紙業									
經理級	-	-	-	14	47	83	2	22	168
主任級	-	-	4	300	83	4	1	63	455
編採／製作人員級	-	2	1 921	1 054	3	-	-	255	3 235
輔助／技術人員級	-	7	789	53	1	-	-	99	949
小計	-	9	2 714	1 421	134	87	3	439	4 807
雜誌業									
經理級	-	20	5	37	95	21	10	44	232
主任級	-	-	89	163	127	-	-	76	455
編採／製作人員級	-	88	1 186	297	7	-	-	138	1 716
輔助／技術人員級	-	78	344	26	3	-	-	65	516
小計	-	186	1 624	523	232	21	10	323	2 919
電台／電視台新聞及資訊部									
經理級	-	-	-	-	9	17	24	27	77
主任級	-	-	5	14	70	53	1	58	201
編採／製作人員級	-	1	126	402	200	1	-	559	1 289
輔助／技術人員級	-	-	426	264	60	-	-	138	888
小計	-	1	557	680	339	71	25	782	2 455
新聞通訊社									
經理級	-	-	2	2	3	5	1	2	15
主任級	-	-	8	6	1	-	-	10	25
編採／製作人員級	-	-	63	16	26	1	-	44	150
輔助／技術人員級	-	-	4	2	-	-	-	-	6
小計	-	-	77	26	30	6	1	56	196

技能等級	平均每月收入								總數 (大眾傳播業 僱員)
	\$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 或以上	未有說明	
數碼／新媒體業									
經理級	-	-	-	1	4	1	5	9	20
主任級	-	-	-	20	29	8	-	32	89
編採／製作人員級	-	6	98	108	36	-	-	115	363
輔助／技術人員級	-	10	7	3	-	-	-	10	30
小計	-	16	105	132	69	9	5	166	502
新聞業及數碼／新媒體業總計									
經理級	-	20	7	54	158	127	42	104	512
主任級	-	-	106	503	310	65	2	239	1 225
編採／製作人員級	-	97	3 394	1 877	272	2	-	1 111	6 753
輔助／技術人員級	-	95	1 570	348	64	-	-	312	2 389
總數	- (-)*	212 (1.9)*	5 077 (46.7)*	2 782 (25.6)*	804 (7.4)*	194 (1.8)*	44 (0.4)*	1 766 (16.2)*	10 879 (100.0)*

* 佔新聞及數碼／新媒體從業員人數的百分率。

2.42 廣告與公共關係業各級僱員（不包括自由工作者）的平均每月總收入如下：經理級由 30,001 元至 80,000 元不等，主任級由 20,001 元至 50,000 元不等，執行人員級由 12,001 元至 30,000 元不等，輔助／技術人員級由 8,001 元至 30,000 元不等。廣告與公共關係從業員（不包括自由工作者）按各門類及技能等級劃分的平均每月收入幅度見表 2.22；按門類、技能等級及職務編號／職稱劃分的詳細分析載於附錄 11。

表 2.22

廣告與公共關係業僱員平均每月收入幅度
(不包括自由工作者)
(按門類及技能等級劃分)

技能等級	平均每月收入								總數 (大眾傳播 業僱員)
	\$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 或以上	未有說明	
公共關係服務供應商									
經理級	-	-	14	37	72	121	40	136	420
主任級	-	8	113	240	120	5	1	202	689
執行人員級	8	65	621	171	9	-	-	367	1 241
輔助／技術人員級	-	-	-	-	-	-	-	-	-
小計	8	73	748	448	201	126	41	705	2 350
傳媒機構內廣告／公共關係／市場部									
經理級	-	-	2	220	269	217	90	147	945
主任級	-	2	172	405	272	99	-	319	1 269
執行人員級	-	25	1 129	402	125	-	-	315	1 996
輔助／技術人員級	-	7	4	-	-	-	-	-	11
小計	-	34	1 307	1 027	666	316	90	781	4 221
廣告業機構									
經理級	-	-	1	125	483	293	45	292	1 239
主任級	-	51	480	1 409	444	109	-	700	3 193
執行人員級	-	64	3 522	1 908	11	-	-	1 002	6 507
輔助／技術人員級	-	179	1 641	491	9	-	-	622	2 942
小計	-	294	5 644	3 933	947	402	45	2 616	13 881
公司或機構內企業傳訊／公共關係／廣告／市場部									
經理級	-	-	-	28	226	385	268	428	1 335
主任級	-	-	127	353	495	55	69	413	1 512
執行人員級	-	78	1 106	1 003	275	1	-	590	3 053
輔助／技術人員級	-	30	39	6	-	-	-	2	77
小計	-	108	1 272	1 390	996	441	337	1 433	5 977
廣告與公共關係業總計									
經理級	-	-	17	410	1 050	1 016	443	1 003	3 939
主任級	-	61	892	2 407	1 331	268	70	1 634	6 663
執行人員級	8	232	6 378	3 484	420	1	-	2 274	12 797
輔助／技術人員級	-	216	1 684	497	9	-	-	624	3 030
總數	8 (-)*	509 (1.9)*	8 971 (33.9)*	6 798 (25.7)*	2 801 (10.6)*	1 285 (4.9)*	513 (1.9)*	5 535 (21.0)*	26 429 (100.0)*

* 佔廣告與公共關係業大眾傳播僱員人數的百分率。

2.43 媒體製作業各級僱員（不包括自由工作者）的平均每月總收入如下：經理級由 20,001 元至 80,000 元不等，主任級由 12,001 元至 50,000 元不等，執行人員級由 12,001 元至 30,000 元不等，輔助／技術人員級由 8,001 元至 30,000 元不等。媒體製作公司從業員（不包括自由工作者）按各門類及技能等級劃分的平均每月收入幅度見表 2.23；按門類、技能等級及職務編號／職稱劃分的詳細分析載於附錄 11。

2.44 表 2.23 顯示，過去兩年大眾傳播業僱員的薪酬幅度一直穩步上升。

表 2.23 媒體製作業僱員平均每月收入幅度
(不包括自由工作者)
(按門類及技能等級劃分)

技能等級	平均每月收入								總數 (大眾傳播業僱員)
	\$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 或以上	未有說明	
媒體製作									
經理級	-	-	21	171	132	54	33	271	682
主任級	-	-	78	52	23	2	-	138	293
執行人員級	-	13	405	297	42	74	-	175	1 006
輔助／技術人員級	-	133	477	179	49	-	-	371	1 209
小計	-	146	981	699	246	130	33	955	3 190
總數	- (-)*	146 (4.6)*	981 (30.8)*	699 (21.9)*	246 (7.7)*	130 (4.1)*	33 (1.0)*	955 (29.9)*	3 190 (100.0)*

* 佔廣告與公共關係業大眾傳播僱員人數的百分率。

2.45 表 2.24 顯示過去兩年，新聞業及數碼／新媒體業僱員的薪酬維持穩定，廣告與公共關係業僱員的薪酬則一直穩步上升。

表 2.24 各行業僱員薪酬分布情況（不包括自由工作者）

年份	平均每月收入								總數 (大眾傳播業僱員) (%)*
	\$8,000 或以下 (%)*	\$8,001 - \$12,000 (%)*	\$12,001 - \$20,000 (%)*	\$20,001 - \$30,000 (%)*	\$30,001 - \$50,000 (%)*	\$50,001 - \$80,000 (%)*	\$80,001 或以上 (%)*	未有說明 (%)*	
新聞業									
2014	32 (0.3)	459 (4.3)	3 940 (36.4)	3 568 (33.0)	841 (7.8)	204 (1.9)	106 (1.0)	1 650 (15.3)	10 800 (100.0)
2016	-	196 (1.9)	4 972 (47.9)	2 650 (25.5)	735 (7.1)	185 (1.8)	39 (0.4)	1 600 (15.4)	10 377 (100.0)

年份	平均每月收入								總數 (大眾傳播 業僱員) (%)*
	\$8,000 或以下 (%)*	\$8,001 - \$12,000 (%)*	\$12,001 - \$20,000 (%)*	\$20,001 - \$30,000 (%)*	\$30,001 - \$50,000 (%)*	\$50,001 - \$80,000 (%)*	\$80,001 或以上 (%)*	未有說明 (%)*	
數碼／新媒體業⁽¹⁾									
2014	-	1 (0.2)	229 (46.7)	180 (36.7)	31 (6.3)	13 (2.7)	7 (1.4)	29 (5.9)	490 (100.0)
2016	-	16 (3.2)	105 (20.9)	132 (26.3)	69 (13.8)	9 (1.8)	5 (1.0)	166 (33.1)	502 (100.0)
廣告與公共關係業									
2014	449 (1.7)	1 693 (6.6)	8 371 (32.6)	4 029 (15.7)	2 956 (11.5)	897 (3.5)	413 (1.6)	6 883 (26.8)	25 691 (100.0)
2016	8 (>0.1)	509 (1.9)	8 971 (33.9)	6 798 (25.7)	2 801 (10.6)	1 285 (4.7)	513 (1.9)	5 535 (21.0)	26 429 (100.0)
媒體製作業⁽²⁾									
2014	-	-	-	-	-	-	-	-	-
2016	-	146 (4.6)	981 (30.8)	699 (21.9)	246 (7.7)	130 (4.1)	33 (1.0)	955 (29.9)	3 190 (100.0)
2014 小計	481 (1.3)	2 153 (5.8)	12 540 (33.9)	7 777 (21.0)	3 828 (10.4)	1 114 (3.0)	526 (1.4)	8 562 (23.2)	36 981 (100.0)
2016 小計	8 (>0.1)	867 (2.1)	15 029 (37.1)	10 279 (25.4)	3 851 (9.5)	1 609 (4.0)	590 (1.5)	8 256 (20.4)	40 498 (100.0)

* 佔該年該行業大眾傳播僱員人數（不包括自由工作者）的百分率。

註： (1) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。

(2) 2016 年調查首次涵蓋媒體製作業。

廣告與公共關係業

2.46 政府統計處近期的《綜合住戶統計調查》數據顯示，2016 年首季，按貨幣計算整體平均每月就業入息中位數（不包括外傭）維持不變（2015 年首季及 2016 年首季均為 15,000 元）。然而，由於供求情況不一，新聞業及數碼媒體業（見表 2.21）、廣告與公共關係業（見表 2.22），以及媒體製作業（見表 2.23）的各門類和技能等級僱員的平均月入幅度亦有不同。

現職僱員需要提升的技能與知識

2.47 調查顯示，僱主普遍滿意從業員所具備的技能／知識，然而部分僱主表示屬下員工有需要提升技能／知識，以應付各種轉變（包括本港轉型為資訊型及知識型經濟等）。各行業僱員須加強技能／知識的百分率（按普及程度降序排列）摘要見表 2.25。按技能等級及門類劃分的詳細分析載於附錄 12。

表 2.25 大眾傳播業僱員需提升技能／知識的百分率
(按普及程度降序排列)

技能／知識	整體		新聞業 ⁽¹⁾		數碼／新媒體業 ⁽¹⁾⁽²⁾		廣告與公共關係		媒體製作業 ⁽³⁾	
	排名	%*	排名	%*	排名	%*	排名	%*	排名	%*
銷售／市場推廣策略規劃	1	31.9	43	0.4	37	0.0	1	44.4	27	0.0
多媒體的知識及應用	2	28.0	37	0.8	23	4.3	2	38.9	27	0.0
對創意及文化的瞭解	3	25.7	54	0.0	37	0.0	3	35.9	27	0.0
客戶策略規劃	4	21.9	54	0.0	37	0.0	4	30.5	27	0.0
英語會話	5	21.6	23	19.8	18	30.4	6	20.5	10	25.4
普通話	6	21.0	14	30.8	1	60.9	7	20.4	12	19.2
市場調查的應用	7	20.1	43	0.4	37	0.0	5	28.0	27	0.0
英文書寫能力	8	19.4	4	41.4	13	39.1	9	17.3	14	19.0
中文書寫能力	9	16.3	2	46.0	16	34.8	13	14.6	16	12.6
在中國內地的政治制度、 社會和經濟發展	10	16.0	5	40.5	6	52.2	18	12.6	12	19.2
自我管理	11	14.7	12	32.9	1	60.9	21	10.4	11	22.5
市場管理	12	13.5	18	22.4	9	43.5	15	13.8	19	8.9
企業傳訊／公共關係／ 公共事務管理	13	13.3	27	13.1	13	39.1	15	13.8	18	10.8
製作管理	14	13.0	19	21.9	9	43.5	22	7.9	8	26.3
客戶資料庫管理	15	12.8	43	0.4	37	0.0	8	17.8	27	0.0
在中國內地的行業常規	16	11.7	15	28.7	1	60.9	20	10.6	20	8.7
公關的諮詢／表達技巧		11.7	37	0.8	23	4.3	10	16.2	27	0.0
傳媒規劃及市場研究	18	11.3	37	0.8	37	0.0	11	15.7	27	0.0
創新媒體的研究及應用	19	10.6	43	0.4	37	0.0	12	14.8	27	0.0
社交媒體營銷	20	10.3	37	0.8	23	4.3	14	14.2	27	0.0
新科技的應用	21	10.0	43	0.4	23	4.3	58	0.0	1	46.8
網站設計及支援技巧	22	9.9	37	0.8	23	4.3	17	13.7	27	0.0
電腦應用技巧	23	9.8	43	0.4	23	4.3	38	0.1	2	45.6
一身多職的能力	24	9.4	54	0.0	37	0.0	38	0.1	3	44.0
項目管理	25	8.1	54	0.0	23	4.3	19	11.3	27	0.0
策略計劃管理	26	7.1	25	18.6	13	39.1	23	7.3	25	2.2

技能／知識	整體		新聞業 ⁽¹⁾		數碼／新媒體業 ⁽¹⁾⁽²⁾		廣告與公共關係		媒體製作業 ⁽³⁾	
	排名	%*	排名	%*	排名	%*	排名	%*	排名	%*
人力資源管理	27	6.8	28	11.8	21	26.1	27	3.7	15	15.0
翻譯	28	6.7	17	23.2	18	30.4	24	4.9	23	6.9
知識產權及版權法	29	6.7	54	0.0	23	4.3	38	0.1	4	31.1
傳媒法規與操守	30	6.4	54	0.0	23	4.3	38	0.1	5	29.9
創新媒體科技產品	31	6.3	43	0.4	23	4.3	38	0.1	6	29.4
危機管理	32	6.1	29	11.4	9	43.5	25	4.8	21	8.1
電視／媒體技巧	33	5.7	43	0.4	23	4.3	58	0.0	8	26.3
視覺設計及美學		5.7	43	0.4	37	0.0	38	0.1	7	26.7
財務管理	35	5.4	33	8.9	22	17.4	26	4.4	22	7.5
編採技巧	36	3.8	1	57.8	37	0.0	38	0.1	27	0.0
專門技術	37	2.9	43	0.4	5	56.5	28	3.5	27	0.0
電腦應用技巧	38	2.8	3	42.2	37	0.0	38	0.1	27	0.0
新媒體科技在編採工作上的應用	39	2.7	5	40.5	37	0.0	38	0.1	27	0.0
批判性思考技巧及跨媒體知識	40	2.6	54	0.0	37	0.0	38	0.1	17	11.8
傳媒法規與操守	41	2.3	7	34.6	37	0.0	38	0.1	27	0.0
一身多職的能力		2.3	7	34.6	23	4.3	58	0.0	27	0.0
新科技與新聞工作流程結合	43	2.2	10	34.2	37	0.0	58	0.0	27	0.0
印刷／電視／媒體製作技巧		2.2	7	34.6	37	0.0	58	0.0	27	0.0
知識產權及版權法		2.2	11	33.8	37	0.0	38	0.1	27	0.0
新聞策展	46	2.1	13	32.1	37	0.0	58	0.0	27	0.0
國際視野／文化交流技巧	47	1.7	16	25.3	37	0.0	38	0.1	27	0.0
資料內容蒐集技巧		1.7	34	5.1	9	43.5	29	1.6	27	0.0
創新媒體科技產品	49	1.5	19	21.9	23	4.3	38	0.1	27	0.0
新聞規劃	50	1.4	21	21.1	37	0.0	58	0.0	27	0.0
互聯網與新聞的結合		1.4	21	21.1	37	0.0	38	0.1	27	0.0
調查技巧		1.4	54	0.0	37	0.0	38	0.1	24	6.4
社交媒體的應用	53	1.3	23	19.8	37	0.0	38	0.1	27	0.0
對科技發展的瞭解	54	1.2	35	4.2	18	30.4	31	1.0	27	0.0
數據分析	55	1.0	26	13.9	37	0.0	38	0.1	27	0.0
新媒體技術的公眾參與和推廣		1.0	35	4.2	16	34.8	36	0.7	27	0.0
對創意及文化的瞭解		1.0	54	0.0	6	52.2	31	1.0	27	0.0
其他－業內專業技能（廣告與公共關係業）例如：財務知識、知識產權及版權、電腦圖像／原稿設計、廣告商品及媒體科技發展相關資訊搜查技巧		1.0	54	0.0	37	0.0	30	1.4	27	0.0

技能／知識	整體		新聞業 ⁽¹⁾		數碼／新媒體業 ⁽¹⁾⁽²⁾		廣告與公共關係		媒體製作業 ⁽³⁾	
	排名	%*	排名	%*	排名	%*	排名	%*	排名	%*
其他－語文技能如：韓國語、 日本語、中國方言	59	0.9	37	0.8	37	0.0	33	0.9	26	0.9
硬件和軟件（互動設計）		0.9	43	0.4	1	60.9	36	0.7	27	0.0
批判性思考技巧及跨學科知識	61	0.8	29	11.4	37	0.0	38	0.1	27	0.0
新媒體技術應用		0.8	54	0.0	8	47.8	34	0.8	27	0.0
受眾調查	63	0.7	31	10.1	37	0.0	58	0.0	27	0.0
金融市場之趨勢及變化		0.7	32	9.7	37	0.0	58	0.0	27	0.0
其他－行政／時間管理技巧、 導師指導技巧	65	0.5	54	0.0	37	0.0	34	0.8	27	0.0
其他－業內專業技能（廣告與公 共關係業）例如：廣告／軟硬 件互動設計、電腦軟件知識	66	0.1	54	0.0	37	0.0	38	0.1	27	0.0
其他－顧客服務、溝通技巧	67	0.0	54	0.0	23	4.3	58	0.0	27	0.0

* 佔填覆公司總數的百分率。

註： (1) 在 2016 年調查報告中，新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。

(2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。

(3) 2016 年調查首次涵蓋媒體製作業。

2.48 本會認為，擁有充足優秀的人才和知識／技能是在全球資訊型經濟保持競爭力和取得成功的關鍵；職場對幹練人才的栽培，對本港的長遠發展至為重要。新聞業、數碼／新媒體業、廣告公共關係業和媒體製作業的僱員首要加強的基礎技能／知識的比較（按普及程度降序排列）見表 2.26。

表 2.26 各行業現職僱員首要加強的基礎技能／知識比較
（按普及程度降序排列）

排名	新聞業 ⁽¹⁾	數碼／新媒體業 ⁽¹⁾⁽²⁾	廣告與公共關係業	媒體製作業 ⁽³⁾
1	編採技巧	普通話	銷售／市場推廣策略規劃	新科技的應用
		自我管理		
		在中國內地的行業常規		
		硬件和軟件（互動設計）		
2	中文書寫能力	-	多媒體的知識及應用	電腦應用技巧
3	電腦應用技巧	-	對創意及文化的瞭解	一身多職的能力
4	英文書寫能力	-	客戶策略規劃	知識產權及版權法
5	在中國內地的政治制度、社會和經濟發展	專門技術	市場調查的應用	傳媒法規與操守
	新媒體科技在編採工作上的應用			
6	-	在中國內地的政治制度、社會和經濟發展	英語會話	創新媒體科技產品
		對創意及文化的瞭解		
7	傳媒法規與操守	-	普通話	視覺設計及美學
	一身多職的能力			
	印刷／電視／媒體製作技巧			
8	-	新媒體技術應用	客戶資料庫管理	製作管理
				電視／媒體技巧

註： (1) 在 2016 年調查報告中，新聞業及數碼／新媒體業包括傳媒機構內的廣告／公共關係／市場部。
(2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
(3) 2016 年調查首次涵蓋媒體製作業。

2.49 觀察所得，新聞業、廣告與公共關係業、媒體製業最重視僱員具備的技能／知識是「編採技巧」、「銷售／市場推廣策略規劃」和「新科技的應用」；數碼／新媒體業僱主認為「普通話」、「自我管理」、「在中國內地的行業常規」和「硬件和軟件（互動設計）」是僱員需要加強的技能／知識。本會觀察所得，排於首八項的技能均屬管理技巧及新科技應用，反映業界為加強在全球市場的競爭力，愈來愈重視上述技能／知識。

培訓需求與發展計劃

現職從業員培訓需求

2.50 調查顯示，僱主將於未來 12 個月向 11 154 名大眾傳播業僱員（以人次計）提供或資助技能和知識培訓（2014 年調查：4 561 名）。本會觀察所見，大眾傳播業僱主愈來愈重視培訓需求與發展。未來 12 個月僱主計劃提供／資助的培訓名額按行業、技能等級及技能／知識類別劃分見表 2.27。按行業、門類、技能等級及技能／知識類別劃分的詳細分析載於附錄 13。

表 2.27 未來 12 個月僱主計劃提供／資助的培訓名額
（按行業、技能等級及技能／知識類別劃分）

技能／知識 類別	管理技巧	有關 中國的 知識	語文 技能	創新媒體科技				業內專業技能				其他	整體
				新聞業	數碼／ 新媒體業	廣告與 公共關係業	媒體 製作業	新聞業	數碼／ 新媒體業	廣告與 公共關係業	媒體 製作業		
技能等級													
新聞業													
經理級	124	115	106	119	-	-	-	127	-	-	-	2	593
主任級	62	241	249	304	-	-	-	302	-	-	-	-	1 158
編採／ 製作人員級	130	596	505	672	-	-	-	755	-	-	-	5	2 663
輔助／ 技術人員級	-	4	81	102	-	-	-	85	-	-	-	2	274
小計	316	956	941	1 197	-	-	-	1 269	-	-	-	9	4 688
排名	5	3	4	2	-	-	-	1	-	-	-	6	-

技能／知識 類別 技能等級	管理技巧	有關 中國的 知識	語文 技能	創新媒體科技				業內專業技能				其他	整體
				新聞業	數碼／ 新媒體業	廣告與 公共關係業	媒體 製作業	新聞業	數碼／ 新媒體業	廣告與 公共關係業	媒體 製作業		
數碼／新媒體業⁽¹⁾													
經理級	19	9	9	-	10	-	-	-	10	-	-	-	57
主任級	15	7	7	-	10	-	-	-	14	-	-	-	53
編採／ 製作人員級	63	63	78	-	78	-	-	-	83	-	-	-	365
輔助／ 技術人員級	-	-	-	-	-	-	-	-	3	-	-	-	3
小計	97	79	94	-	98	-	-	-	110	-	-	-	478
排名	3	5	4	-	2	-	-	-	1	-	-	-	-
廣告與公共關係業													
經理級	399	21	235	-	-	153	-	-	1	219	-	-	1 028
主任級	415	18	172	1	2	301	-	1	7	428	-	-	1 345
執行人員級	42	13	299	1	2	750	2	1	1	1 160	1	-	2 272
輔助／ 技術人員級	6	1	11	-	-	240	-	-	-	125	-	-	383
小計	862	53	717	2	4	1 444	2	2	9	1 932	1	0	5 028
排名	3	5	4	8	7	2	8	8	6	1	11	-	-

技能／知識 類別 技能等級	管理技巧	有關 中國的 知識	語文 技能	創新媒體科技				業內專業技能				其他	整體
				新聞業	數碼／ 新媒體業	廣告與 公共關係業	媒體 製作業	新聞業	數碼／ 新媒體業	廣告與 公共關係業	媒體 製作業		
媒體製作業⁽²⁾													
經理級	33	-	1	-	-	-	134	-	-	-	57	-	225
主任級	28	-	28	-	-	-	44	-	-	-	51	-	151
執行人員級	-	-	-	-	-	-	79	-	-	-	125	-	204
輔助／ 技術人員級	-	-	104	-	-	-	128	-	-	-	148	-	380
小計	61	-	133	-	-	-	385	-	-	-	381	-	960
排名	4	-	3	-	-	-	1	-	-	-	2	-	
總數	1 336	1 088	1 885	1 199	102	1 444	387	1 271	119	1 932	382	9	11 154

註： (1) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。

(2) 2016 年調查首次涵蓋媒體製作業。

2.51 為配合知識型及科技主導的經濟發展，本會認為僱主一般均樂意資助現職僱員接受與業務息息相關的新科技培訓。僱員可以預期，在瞬息萬變的業界環境中，他們需終身學習，才能面對新技術的挑戰。

人力增長與預測

僱主預測 2017 年 1 月的人力需求

2.52 調查結果反映 2016 年 1 月的大眾傳播業人力狀況。然而，現時全球金融市場不明朗，可能影響業內的人力需求。閱讀報告的人力數據及預測時須多加留意。

2.53 據僱主預測，至 2017 年 1 月業內的職位數目將達 43 929 個，較目前的 43 934 個減少 0.01%（縮減 5 個）。廣告與公共關係業人力有所增長，按技能等級劃分，主任級增幅最大，有 0.93%（63 個）（見表 2.10），其次為執行人員級，有 0.07%（10 個）。僱主對 2017 年 1 月各行業的人力需求預測見表 2.28。附錄 4 載有按門類、技能等級及職務編號／職稱劃分的詳細分析。

表 2.28 僱主預測 2017 年 1 月時
各行業人力需求

行業	2016 年 1 月 大眾傳播業 僱員總數（不 包括自由工作 者）	2016 年 1 月自由工作 者人數	2016 年 1 月空缺數目	2016 年 1 月 人力需求 ⁽⁴⁾	僱主預測 2017 年 1 月 人力增長 （%）*	僱主預測 2017 年 1 月 大眾傳播業 職位數目
新聞業	10 377	299	150	10 826	-1 (-0.01)	10 825
數碼／ 新媒體業 ⁽¹⁾	502	32	19	553	- (-)	573
廣告與 公共關係業 ⁽²⁾	26 429	701	449	27 559	7 (0.03)	27 566
媒體製作業 ⁽³⁾	3 190	1 768	18	4 976	-11 (-0.22)	4 965
總數	40 498	2 800	636	43 934	-5 (-0.01)	43 929

* 佔 2016 年 1 月該行業大眾傳播職位總數的百分率。

- 註：
- (1) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 - (2) 廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。
 - (3) 2016 年調查首次涵蓋媒體製作業。
 - (4) 人力需求即現有僱員人數、自由工作者人數與空缺數目的總和。
 - (5) 因四捨五入關係，各項數字相加或與總計數字有出入。

2017 年 1 月額外人力需求

2.54 根據僱主對 2017 年 1 月的大眾傳播業人力增長預測（見表 2.28 及附錄 4），以及每年 3.0% 的估計流失率，本會推算出 2017 年 1 月新聞業、數碼／新媒體業、廣告與公共關係業及媒體製作業的額外人力需求（按門類及技能等級劃分），詳情見表 2.29、2.30 及表 2.31。

表 2.29 2017 年 1 月新聞業⁽¹⁾及數碼／新媒體業⁽¹⁾⁽²⁾
額外人力需求（按門類及技能等級劃分）

技能等級	2016 年 1 月 大眾傳播業僱員 總數（包括自由 工作者）	僱主預測 2017 年 1 月 大眾傳播業 人力增長	為填補流失* 人手而須增聘 僱員人數	預計 2017 年 1 月 額外人力需求
報紙業				
經理級	168	-	5	5
主任級	455	-	14	14
編採／製作人員級	3 271	-	98	98
輔助／技術人員級	953	-1	29	28
小計	4 847	-1	146	145
雜誌業				
經理級	232	-	7	7
主任級	473	1	14	15
編採／製作人員級	1 877	-3	56	53
輔助／技術人員級	543	-	16	16
小計	3 125	-2	93	91
電台／電視台新聞及資訊部				
經理級	77	-	2	2
主任級	201	-	6	6
編採／製作人員級	1 329	-	40	40
輔助／技術人員級	889	-	27	27
小計	2 496	-	75	75
新聞通訊社				
經理級	15	-	-	-
主任級	27	-	1	1
編採／製作人員級	160	2	5	7
輔助／技術人員級	6	-	-	-
小計	208	2	6	8
數碼／新媒體⁽¹⁾⁽²⁾				
經理級	20	-	1	1
主任級	105	-	3	3
編採／製作人員級	379	-	11	11
輔助／技術人員級	30	-	1	1
小計	534	-	16	16
總數	11 210	-1	336	335

* 假定每年流失率為 3.0%。

- 註：
- (1) 新聞業及數碼／新媒體業不包括傳媒機構內的廣告／公共關係／市場部。
 - (2) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 - (3) 「流失率」是指因轉行以及其他原因離職者所佔業內僱員總數的百分率。
 - (4) 因四捨五入關係，各項數字相加或與總計數字有出入。

表 2.30

2017 年 1 月廣告與公共關係業的額外人力需求
(按門類及技能等級劃分)

技能等級	2016 年 1 月 大眾傳播業僱員 總數 (包括自由 工作者)	僱主預測 2017 年 1 月大眾 傳播業人力增長	為填補流失* 人手而須增聘 僱員人數	預計 2017 年 1 月 額外人力需求
公共關係服務供應商				
經理級	420	-	13	13
主任級	690	5	21	26
執行人員級	1 252	9	38	47
輔助/技術人員級	102	-	3	3
小計	2 464	14	75	89
傳媒機構內廣告/公共關係/市場部				
經理級	945	-	28	28
主任級	1 269	24	38	62
執行人員級	2 016	-	60	60
輔助/技術人員級	11	-	-	-
小計	4 241	24	126	150
廣告業機構				
經理級	1 239	- 15	37	22
主任級	3 195	34	96	130
執行人員級	6 883	5	206	211
輔助/技術人員級	3 125	- 51	94	43
小計	14 442	- 27	433	406
公司或機構內企業傳訊/公共關係/廣告/市場部				
經理級	1 335	-	40	40
主任級	1 516	-	45	45
執行人員級	3 055	-4	92	88
輔助/技術人員級	77	-	2	2
小計	5 983	-4	179	175
總數	27 130	7	813	820

* 假定每年流失率⁽¹⁾為 3.0%。

註：(1) 「流失率」是指因轉行以及其他原因離職者所佔業內僱員總數的百分率。
(2) 因四捨五入關係，各項數字相加或與總計數字有出入。

表 2.31

2017 年 1 月媒體製作業的額外人力需求
(按門類及技能等級劃分)

技能等級	2016 年 1 月 大眾傳播業僱員 總數 (包括自由 工作者)	僱主預測 2017 年 1 月大眾傳播 業人力增長	為填補流失* 人手而須增聘 僱員人數	預計 2017 年 1 月 額外人力需求
媒體製作				
經理級	682	-5	20	15
主任級	293	-	9	9
執行人員級	1 304	-	39	39
輔助／技術人員級	2 679	-6	80	74
總數	4 958	-11	148	137

* 假定每年流失率⁽¹⁾為 3.0%。

註： (1) 「流失率」是指因轉行以及其他原因離職者所佔業內僱員總數的百分率。

(2) 因四捨五入關係，各項數字相加或與總計數字有出入。

2016 年至 2020 年額外人力需求預測

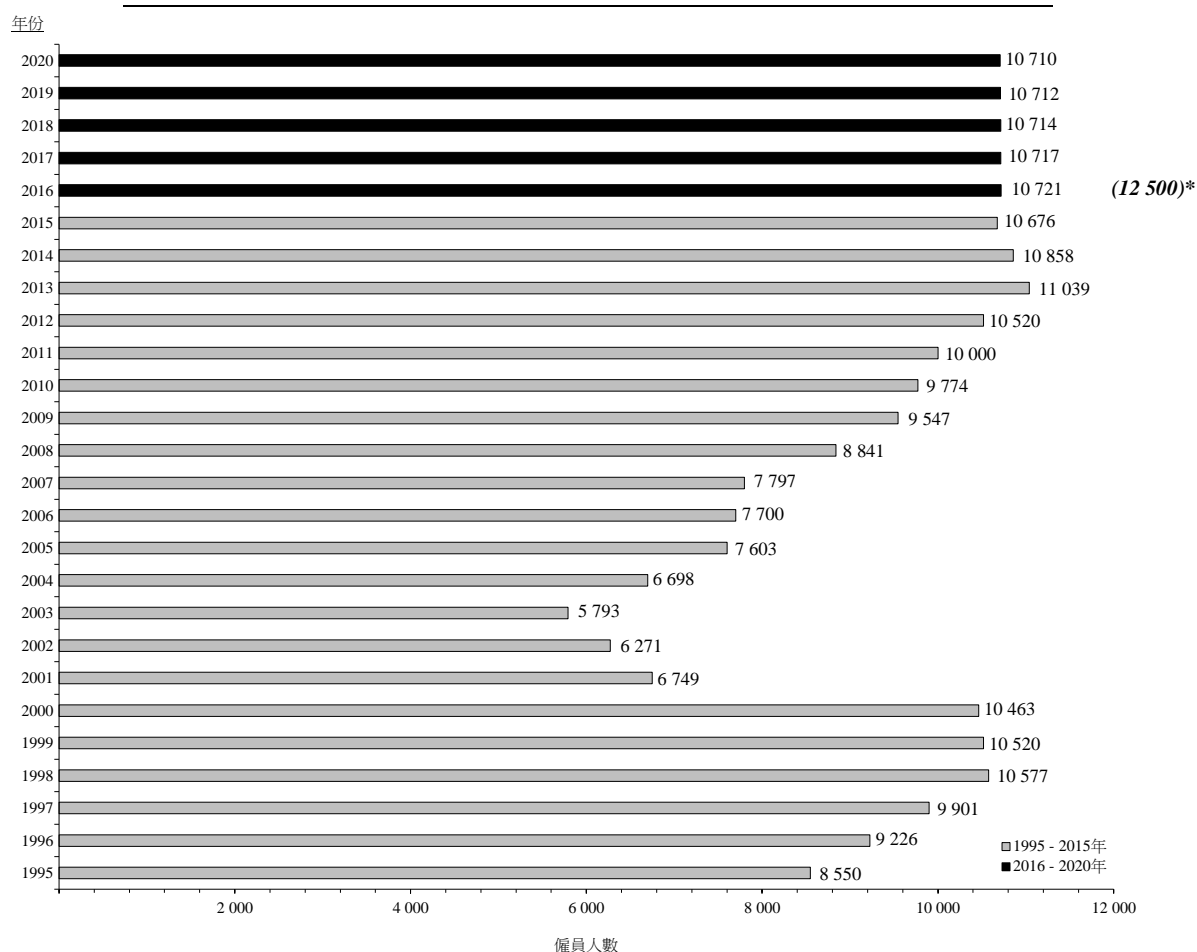
2.55 在推算大眾傳播業人力需求時，須考慮人力市場情況，以及迅速變遷的社會和經濟環境。評估未來人力需求的工作殊不容易，須先作若干假設，分析各項經濟因素，再作判斷。預測大眾傳播業人力需求的基本假設如下：

- (i) 經濟活動和就業情況持續維持於較佳水平；
- (ii) 科技不斷進步，生產方式、教育培訓服務及消費模式隨之改變；
- (iii) 本港並無發生戰亂或其他動盪事件，經濟增長情況不致大變。

2.56 大眾傳播業發展迅速，準確的人力預測方法有助業界未雨綢繆，確定人才培育計劃。教育及培訓機構栽培人才需時經年，實有必要盡早評估行業需求；否則，預算失衡，缺乏優秀人才，或會嚴重影響本港經濟發展。

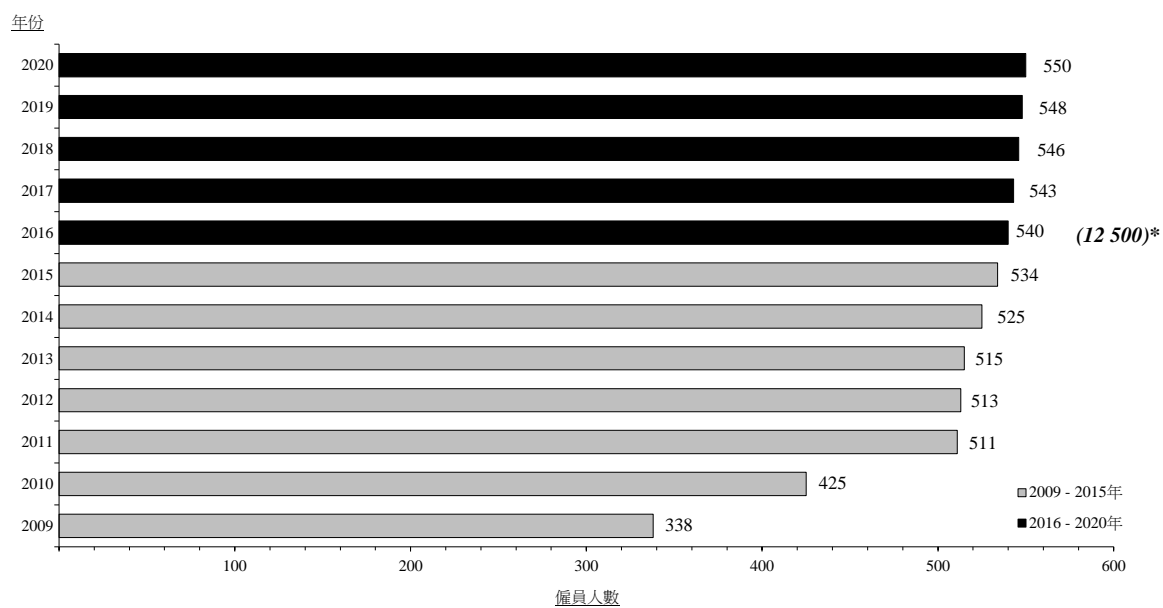
2.57 本會採用調節過濾法，即根據過去及是次調查結果（較近期的數據佔較大比重），推算新聞業及數碼/新媒體業於2016年至2020年間的每年人力需求。本會考慮整體社會和經濟發展與行業前景、僱主對來年的人力預測及僱員每年流失率等因素，選出最適當的推算數字。圖16a及16b列出新聞業及數碼/新媒體業2016年至2020年的每年人力預測。

圖 16a 2016 年至 2020 年新聞業人力預測
(採用調節過濾法推算)



- * 括弧內的數字為2014年調查時對新聞業及數碼/新媒體業2016年的人力推算數據。
- 註：
- (1) 2016、2017、2018、2019及2020年的數字為推算翌年1月的數據。
 - (2) 2007、2009、2011及2013年的數字為翌年1月的實際調查數據。
 - (3) 1995、1997、1999、2001、2003及2005年的數字為當年11月及12月的實際調查數據。

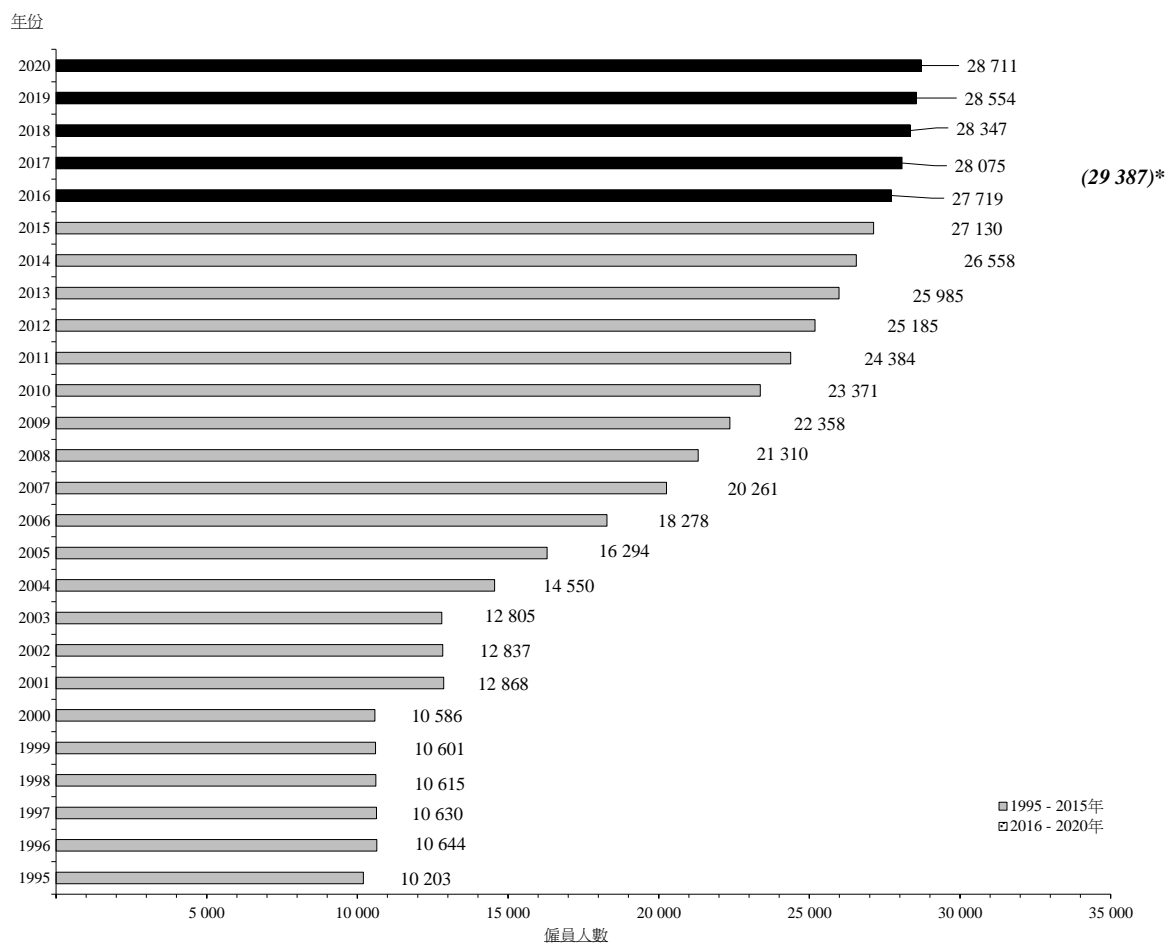
圖 16b 2016 年至 2020 年數碼／新媒體業人力預測
(採用調節過濾法推算)



* 括弧內的數字為 2014 年調查時對新聞業及數碼／新媒體業 2016 年的人力推算數據。
 註： (1) 2016、2017、2018、2019 及 2020 年的數字為推算翌年 1 月的數據。
 (2) 2009、2011、2013 及 2015 年的數字為翌年 1 月的實際調查數據。

2.58 本會採用人力市場分析法(LMA)，預測廣告與公共關係業每年人力需求。由信譽可靠的獨立機構，蒐集能反映本港經濟、人口及人力市場重大轉變的主要統計數據／經濟指標。再採用「主要因素分析」的變數篩選方法，從多個經濟指標選定相關的變數／因子，從而建立和維持這個行業適用的統計模型。以人力市場分析法推算廣告與公共關係業於 2016 年至 2020 年間的人力預測見圖 17，詳細資料載於附錄 14。

圖 17 2016 年至 2020 年
廣告與公共關係業⁽¹⁾人力預測
(採用人力市場分析法)



- * 括弧內的數字為 2014 年調查時對廣告與公共關係業 2016 年的人力推算數據。
- 註：
- (1) 廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。
 - (2) 2016、2017、2018、2019 及 2020 年的數字為推算翌年 1 月的數據。
 - (3) 2007、2009、2011 及 2013 年的數字為翌年 1 月的實際調查數據。
 - (4) 1995、1997、1999、2001、2003 及 2005 年的數字為當年 11 月及 12 月的實際調查數據。

2.59 本會從圖 16 及圖 17 觀察所得，2016 年 1 月時的實際人力需求數字與 2014 年調查的預測數據非常接近，絕對百分率誤差分別為 11.5% 及 8.3%。新聞業、數碼／新媒體業 2016 年分別有 10 676 人及 534 人，合共 11 210 人，2014 年預測合共 12 500 人；廣告與公共關係業⁽¹⁾2016 年為 27 130 人，2014 年預測有 29 387 人。本會相信，全球化步伐持續加快，加上內部需求，以及落實《內地與香港關於建立更緊密經貿關係的安排》(CEPA)，長遠來說大眾傳播業的人力需求穩定。表 2.32 以圖 16 及圖 17 的數據為基礎，推算各行業 2016 年至 2020 年間的每年額外人力需求數字。

表 2.32 2016 年至 2020 年各行業
額外人力需求預測

行業	每年平均 人力需求預測 (A)	每年平均 人力增長預測 (B)	為填補流失* 空缺而須增聘 僱員人數 (C) = (A) x 0.03	每年 額外人力 需求預測 (D) = (B) + (C)
新聞業	10 715	7	321	328
數碼／新媒體業 ⁽¹⁾	545	3	16	19
廣告與公共關係業	28 281	316	848	1 164
媒體製作業 ⁽²⁾	4 958 [^]	- [^]	148	148
總數	44 499	326	1 333	1 659

* 假定每年流失率為 3.0%。

[^] 由於媒體製作業沒有過往數據，因此不能預測(B)項人力增長，而 2016 至 2020 年(A)項每年人力需求則假設與 2016 年的實際僱員人數相同。

註： (1) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。

(2) 2016 年調查首次涵蓋媒體製作業。

(3) 因四捨五入關係，各項數字相加或與總計數字略有出入。

推算 2016 年至 2020 年每年額外人力需求分布情況
(按行業及宜有教育程度劃分)

2.60 本會根據第 2.38 段及附錄 9 所顯示的大眾傳播業僱員宜有教育程度，預測 2016 年至 2020 年間的每年額外人力需求分布情況 (按行業及宜有教育程度劃分)，詳情見表 2.33。

表 2.33 預測 2016 年至 2020 年每年額外人力需求分布情況
(按行業及宜有教育程度劃分)

行業 \ 教育程度	教育程度					總數 (%)*
	研究院 (高等學位：如碩士學位或同等教育程度) (%)*	學士學位 (學士學位或同等教育程度) (%)*	副學位 (副學士、高級文憑、專業文憑、高級證書或同等教育程度) (%)*	高中 (中四至中六、文憑、香港中學文憑考試或同等教育程度) (%)*	初中 (中一至中三或同等教育程度) (%)*	
新聞業	1 (0.3)	195 (59.5)	71 (21.7)	60 (18.4)	1 (0.1)	328 (100.0)
數碼／新媒體業 ⁽¹⁾	1 (0.3)	11 (58.9)	4 (22.4)	3 (18.4)	0 (0.1)	19 (100.0)
廣告與公共關係業	5 (0.4)	634 (54.5)	298 (25.6)	220 (18.9)	7 (0.6)	1 164 (100.0)
媒體製作業	1 (0.8)	31 (20.9)	50 (33.5)	49 (33.0)	17 (11.8)	148 (100.0)
總數	8 (0.5)	871 (52.5)	423 (25.5)	332 (20.0)	25 (1.5)	1659 (100.0)
	879		780			

* 佔該行業推算每年額外人力需求之百分率。

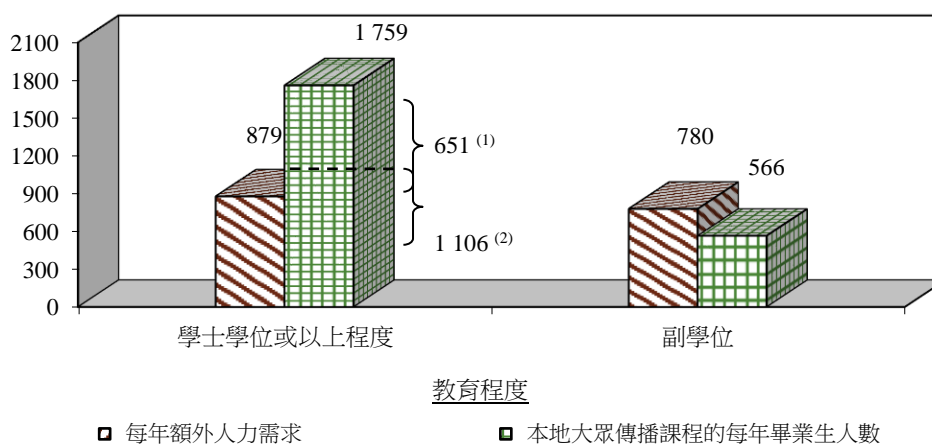
- 註：
- (1) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
 - (2) 廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。
 - (3) 未有註明教育程度者，已按比例撥歸各級教育程度內。
 - (4) 因四捨五入關係，各項數字相加或與總計數字有出入。

人力供求分析

2.63 是項分析的主要目的是根據教育程度，評估大眾傳播業 2016 年至 2020 年每年的額外人力供求情況，詳情見圖 18。

圖 18 2016 年至 2020 年
大眾傳播業每年額外人力供求情況
(按教育程度劃分)

大眾傳播業人力



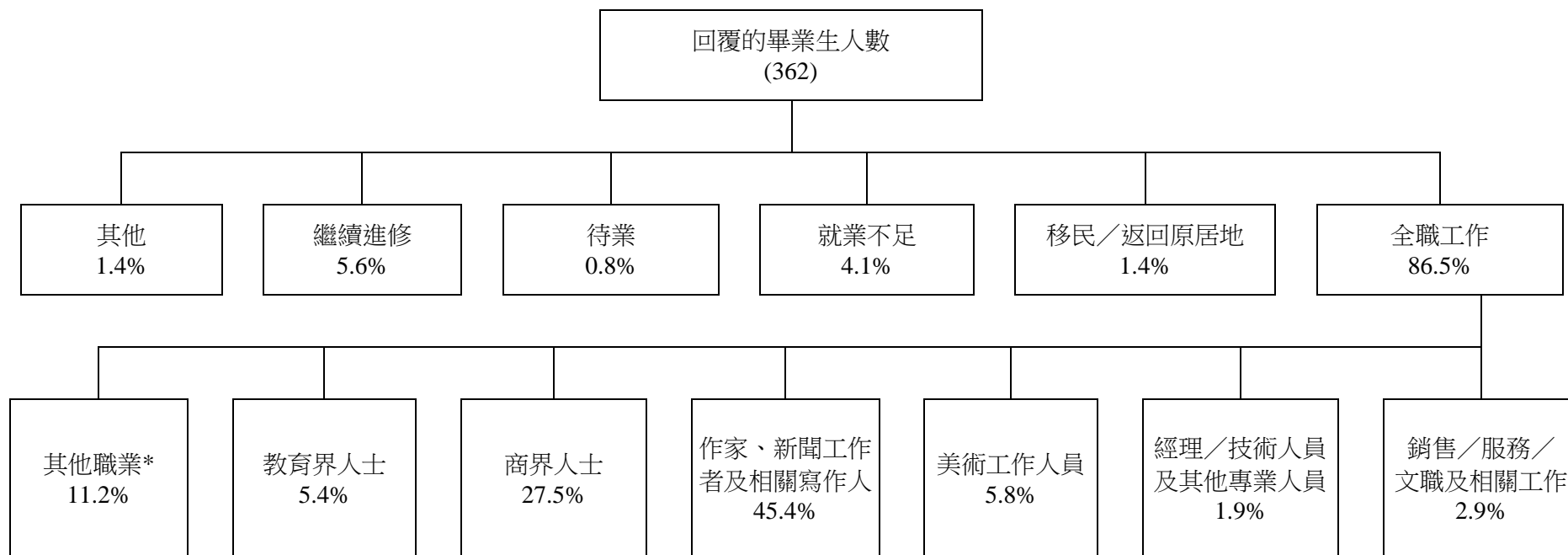
2.64 表 2.33、2.35 及圖 18 顯示，本地學士學位或以上程度大眾傳播課程的畢業生每年平均有 1 759 名，業界預計每年須增聘 879 名這類學歷的僱員，故本地人力供應能夠滿足市場需求，預期人手供應不會短缺。應屆畢業生能夠投身多個行業，例如企業商務、政府服務和教育；設計、電影及娛樂、出版、藝術行政及管理、展覽設計等行業亦提供相關工作機會。圖 20 列出業界僱用其他學科及教育程度畢業生擔任作者、新聞工作者及寫作人的情況。

2.65 須注意，圖 18 顯示的每年額外人力供求，並不包括媒體製作業的每年平均人力增長預測。與新聞業、數碼／新媒體業及廣告與公共關係業不同，媒體製作業是首次納入調查內，因此沒有過往數據可供進行完整的人力預測。

2.66 至於副學位程度的職位，預計每年將出現人手不足的 214 個額外空缺，可由其他學科畢業生填補。本地其他學科畢業生很多均願意修讀本地院校的相關課程，繼而投身大眾傳播行列。

2.67 部份空缺亦可考慮由高中程度的畢業生填補。不過，他們大多須接受相關技術訓練，始能勝任工作要求。本地教育培訓機構與僱主可為這些畢業生提供基本技能訓練。

圖 19 教資會資助全日制大眾傳播學士學位課程
畢業生初期就業情況

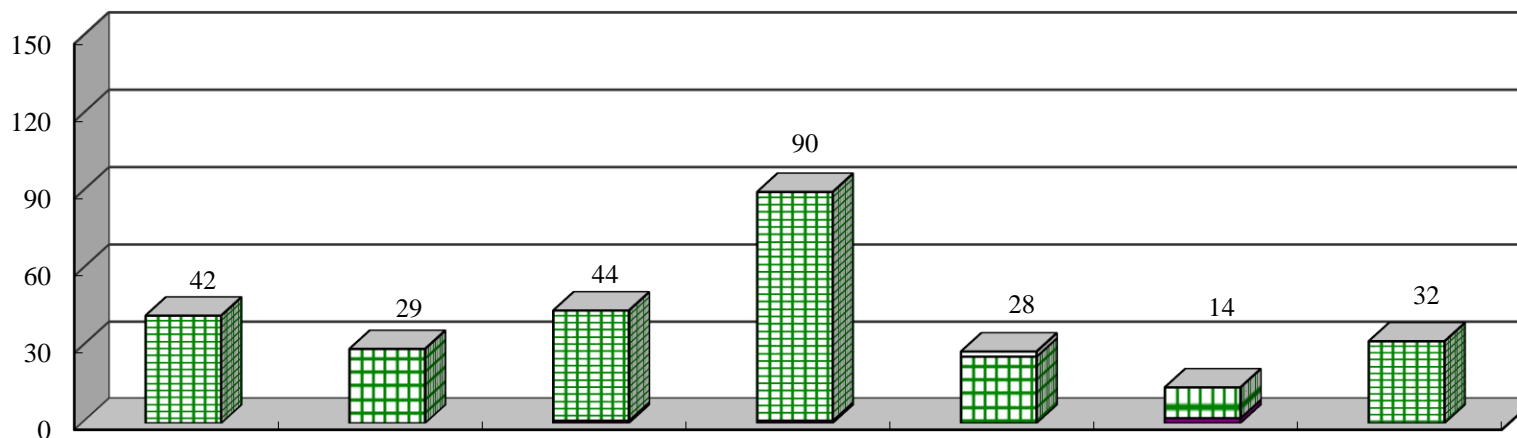


* 與人職率無關的職業不在此列。因此，計算出的全日制學士課程畢業生的成功入職率為 76.9% (即 86.5% x 88.9%)。

資料來源：2014／15 學年教資會院校全日制課程畢業生就業調查。

圖 20 其他學科畢業生受僱擔任作者、新聞工作者及寫作人情況
(按學科及教育程度劃分)

教資會資助全日制課程畢業生人數



教育程度	學科							總數
	社會科學	商業與管理學	人文學	語文及相關課程	藝術、設計表演藝術	教育	其他 ⁽¹⁾	
研究院學位	-	-	1	1	-	2	-	4
學士學位	42	29	43	89	26	12	32	273
副學位	-	-	-	-	2	-	-	2
總數	42	29	44	90	28	14	32	279

註： (1) 其他包括：生物科學、物理科學、數學、電腦科學與資訊科技、工程與科技、法律，以及與醫藥衛生等相關學科。

(2) 部分教資會資助課程屬於跨學科課程，學生遂按比例撥歸相關的學科，因此計算得出的學生數目或會是小數。上表的數字已按四捨五入原則化為整數。

資料來源： 2014/15 學年教資會院校全日制課程畢業生就業調查。

主要發展及業務展望

大眾傳播業發展大勢

2.68 本會根據 2014 及 2016 年調查所反映的人力變化及其他觀察所得，總結大眾傳播業的主要發展如下：

數碼／新媒體發展對業務和人力需求的影響

- (i) 數碼／新媒體業務不斷擴展，如數碼及流動廣告、各種社交媒體應用程式及流動服務，所提供的就業機會最為理想。設有數碼媒體頻道的傳媒機構及廣告公司，為客戶經理、客戶主任及美術設計員提供更佳事業前景（見附錄 4 表 4.7 及表 4.8）。
- (ii) 過去兩年，全職報紙及雜誌版面編輯、記者及正稿製作員的人數持續減少。（見附錄 4 表 4.1 及表 4.2）。報刊聘用自由工作者能提供彈性，有助應對多變的營商環境，因此這種聘用方式愈見普遍。
- (iii) 大眾廣泛使用數碼及社交媒體，企業傳訊、公關及公共事務、市場推廣、產品開發及品牌管理等範疇有愈來愈多僱員從事數碼及流動宣傳工作。不同行業的品牌及企業亦意識到，為提高受眾的投入及忠誠度，部署策略甚為重要。（見附錄 4 表 4.6 及表 4.9）。
- (iv) 使用社交網站（如 Facebook、Twitter、微博、Instagram、Pinterest、Linkedin、Google+）日漸流行，本地從業員必須掌握網上搜尋／網站分析、於社交網絡平台分享／發布、網絡安全等方面的技能知識，才能善用社交媒體功能，迎合廣告客戶在這方面營銷策劃的多變需求（見表 2.13）。
- (v) 一些媒體製作公司會僱用自由工作者擔任編導、撰稿員、影片剪接師、電視攝影師及動畫師，協助製作特備項目，並在不同媒體平台上播放。（見附錄 4 表 4.10）。此外，在重視創意的廣告業機構中，約有 16.9%（2 475 人）僱員未滿 30 歲而流動率亦頗高（見表 2.14）。
- (vi) 隨著數碼／新媒體業務擴展，加上部分職位合併或取消，現職大眾傳播業僱員須具備多方面技能，身兼多職（見表 2.13）。例如：記者須負責新聞製作（包括拍攝照片／影片、撰稿及擔任新聞主播）；文稿編輯須負責戶外採訪和拍照；數碼媒體設計員及網主則須分擔網上編輯工作。

知識型社會繼續轉型的影響

- (vii) 大眾傳播業僱主在招聘人手時傾向保守；對於高質素的人才繼續看重，要求應徵者具備較佳學歷（見表 2.19 及圖 15）和相關經驗（見表 2.20）。
- (viii) 大眾傳播公司期望以更精簡的人手執行更多工作，愈趨傾向要求僱員面面俱圓。例如：雜誌業的版面編輯須負責網上編輯工作。
- (ix) 更多廣告／公關／市場部僱員與傳媒伙伴緊密合作，舉辦宣傳性質的研討會／活動，以期透過更多宣傳媒介接觸目標客戶。
- (x) 更多公司或機構內的企業傳訊／公關／廣告／市場部傾向聘請具備新聞業經驗的僱員（因他們擁有跨職能經驗），負責廣告／公關／市場推廣／銷售等不同工作。（見附錄 4 表 4.9）。
- (xi) 更多本地廣告與公共關係業機構將輔助／技術相關的工作（如製片、更新網頁及印刷等）外判，以便專注核心業務、迅速拓展新業務領域，亦藉此解決人手及技能不足的問題，同時減省成本。
- (xii) 更多廣告／企業傳訊／公關／市場部認識到廣告、品牌建構及企業形象的重要，已聘請更多品牌設計師、市場推廣、產品開發及品牌管理行政人員，着重品牌建構及傳訊工作（見附錄 4 表 4.9）。
- (xiii) 大眾傳播從業員須掌握多種知識技能（如編採技巧、自我管理、普通話、多媒體的知識及應用、在中國內地的行業常規、電腦應用、硬件和軟件（互動設計）、銷售／市場推廣策略規劃、客戶策略規劃、對創意及文化的瞭解等），以執行不同工作（見表 2.25）。能駕馭轉變或把握新機遇的從業員，一直是大眾傳播業僱主渴求的人才。

業務展望

就業趨勢

2.69 大眾傳播業的增長迹象持續，對投資者及求職人士一直極具吸引力；業內僱員自 2001 年的 19 617 人增至 2016 年的 43 298 人，年均複合增長率為 5.1%，詳情見表 2.34。

表 2.34 2001 年 12 月至 2016 年 1 月大眾傳播業僱員人數變化
(按行業劃分)

	受僱人數								年均複合增長率		
	2001 年 12 月	2003 年 12 月	2005 年 12 月	2008 年 2 月	2010 年 2 月	2012 年 2 月	2014 年 1 月	2016 年 1 月	2001 年 至 2005 年(%)	2008 年至 2016 年 (%)	2001 年至 2016 年 (%)
大眾傳播業僱員 (1)	19 617	18 598	23 897	28 058	32 243	34 895	37 539	43 298	5.1	5.6	5.4
包括：											
新聞業	6 749	5 793	7 603	7 828	9 885	10 511	11 554	11 210	3.0	4.6	3.4
數碼／新媒體業	-	-	-	-	-	-	-	-	-	-	-
廣告與 公共關係業 ⁽²⁾	12 868	12 805	16 294	20 230	22 358	24 384	25 985	27 130	6.1	3.7	5.1
媒體製作業	-	-	-	-	-	-	-	4 958	-	-	-

- 註： (1) 大眾傳播業僱員人數包括自由工作者。
(2) 廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。
(3) 因四捨五入關係，各項數字相加或與總計數字有出入。

2.70 本港經濟維持溫和增長。增長的主要動力來自本地需求，大體上有助穩定勞動市場。因此，經季節性調整後的失業率於 2016 年第一季維持 3.4%，接近 2015 年第四季及 2015 年第一季的 3.3%；就業不足率於 2016 年第一季維持 1.4%，與 2015 年第四季及 2015 年第一季相同（資料來源：政府統計處）。勞動市場對人手需求殷切，法定最低工資自 2015 年 5 月起持續上調，推動工資及收入進一步改善。至於大眾傳播業未來的就業情況，仍取決於整體經濟增長及企業創造職位的步伐。此外，外圍環境的變數，特別是中國經濟放緩、市場預期美國聯儲局第二次加息，以及英國脫歐對全球經濟的影響等，依然令人關注。

數碼／新媒體發展的影響

2.71 流動裝置越趨普及，數碼／新媒體及社交媒體在大眾傳播業更顯重要，能向本地以至全球觀眾傳遞不同資訊。新媒體平台興起，為大眾傳播業帶來變革，觀眾對象、內容開發和發放、從業要求、機構以至營商模式均有所改變。本會相信，數碼／新媒體及社交媒體崛起，大眾傳播公司須順應這類新平台的互動及其他特點進行全面策略規劃，

才能成功傳達訊息。此外，數碼／新媒體能吸納自僱人士或自由工作者貢獻大眾傳播行業，製作並提供創意內容。

知識型社會繼續轉型的影響

2.72 科技進步，帶動媒體機構持續變革。大眾透過報章、雜誌、電視、電台及數碼／新媒體等途徑，追蹤國際大事新動態，深入分析時事。媒體機構必須擁有豐富識見，發展成功的跨媒體策略，結合旗下的數碼媒體頻道與傳統媒體頻道，互補所長。本會認為大眾傳播業當中的廣告公司會繼續採用新媒體促銷客戶產品。運用專業知識和市場情報，為客戶創造價值，便能在這個知識型行業中發揮競爭優勢。

2.73 本會認為影響大眾傳播業增長的因素包括業務整合、引進新科技、採用更多業外服務，以及其他新興媒體平台的競爭。為此，各門類機構正投放資源發展科技，積極提升員工實力、減省成本、透過數碼／社交媒體改善與顧客的聯繫，創造新機遇。

新一代從業員

2.74 30歲以下／80後及90後的年輕大眾傳播業僱員善於適應轉變，又能帶給行業新思維。而本會相信，培養積極的心態，訂立目標，實踐理想，對於他們十分重要。因此，這些習慣使用社交媒體的新一代，有需要接受相關的素養培訓及自我管理技巧訓練，包括工作態度、團隊合作、創意、專心工作、熱忱、人際溝通技巧、守時、保護公司有形及無形資產(或知識產權)等，從而勝任工作，對公司發揮更大貢獻，詳見表 2.15。

內地發展的影響

2.75 國家「十三五規劃」將聚焦於創新及加大消費對經濟增長貢獻，並以拓展網絡經濟為其中一大發展領域。此外，「十二五規劃」中亦以全面提高內地信息水平為重點，包括電子商業、物流及雲端運算；此舉為本地大眾傳播業提供多方面的發展機會。2013年8月簽署的《內地與香港關於建立更緊密經貿關係的安排》(CEPA)補充協議十，提供合共73項服務貿易開放和便利貿易投資的措施，正好有助創造商機。根據協議，香港的服務供應商可獲優惠待遇，進入內地服務業市場。本港的設施完善，擁有擅長項目管理及推行的人才，且具有傳媒相關的廣告／銷售／公關／市場推廣工作的知識經驗，又有嚴謹的法規保護知識產權並切實執行，種種因素均有助本地公司與內地伙伴或國際機構加強技術合作及貿易關係。

2.76 本會觀察到更多國際廣告與公關公司將以外國獨資企業的模式進入中國市場，並加強與本地廣告及公關公司的合作。對於本地廣告與公共關係業來說，這是持續發展的商機，既能協助內地公司打入海外市場，也能協助海外公司進軍內地。此外，預期本地廣告與公關公司將加速整合業務資源，並加強同業合作，善用 CEPA 為香港創造的商機，開拓業務。相信以上發展將能刺激本地的專業公關服務和廣告市場。為開展內地的業務項目和投資管理，本地從業員應學習與中國相關的技能與知識，如在中國內地的政治制度、社會和經濟發展，以及行業常規等。

第三章

建議

每年額外人手需求

3.1 是次調查結果能反映大眾傳播業在 2016 年 1 月時的人力狀況。然而，現時環球金融市場前景不明朗，或會影響大眾傳播業的人力需求。參閱本報告的人力數據及預測時須多加留意。

3.2 本會根據每年平均人力增長預測、人力流失的推算比率（見第 2.59 段表 2.32）以及行業近期的發展和業界人士經驗，推算大眾傳播業 2016 至 2020 年每年的額外人手需求，分別按新聞、數碼／新媒體、廣告與公共關係及媒體製作四大行業各職級所需額外人手數目見下表 3.1：

表 3.1 大眾傳播業僱員 2016 至 2020 年預計
每年額外人手需求（按行業及職級計算）

職級	預計 每年額外人手需求 (%)*	
新聞業		
經理級	14	(4.4)
主任級	37	(11.3)
編採／製作級	204	(62.1)
輔助／技術人員級	73	(22.3)
小計	328	(100.0)
數碼／新媒體業[#]		
經理級	1	(6.3)
主任級	4	(18.8)
編採／製作級	13	(68.8)
輔助／技術人員級	1	(6.3)
小計	19	(100.0)

職級	預計 每年額外人手需求 (%)*	
廣告與公共關係業⁺		
經理級	146	(12.6)
主任級	373	(32.1)
執行人員級	576	(49.5)
輔助／技術人員級	69	(5.9)
小計	1 164	(100.0)
媒體製作業[^]		
經理級	16	(10.9)
主任級	10	(6.6)
執行人員級	42	(28.5)
輔助／技術人員級	80	(54.0)
小計	148	(100.0)
總計	1 659	

- # 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。
- ^ 2016 年調查首次涵蓋媒體製作業。
- + 廣告與公共關係業包括：傳媒機構內的廣告／公關／市場部。
- * 各行業各職級 2010 年至 2020 年每年額外人手需求乃按 2017 年 1 月額外所需人力的比率而估計。
- 註： 因四捨五入關係，各項數字相加或與總計數字略有出入。

配合新科技環境、知識型經濟、CEPA 落實及全球經濟一體化 -- 從業員所需技能

社交媒體與流動通訊興起

3.3 進入 Web 3.0 時代，流動通訊愈趨普及，流動互聯網隨時隨地連繫着人們的生活。媒體公司不斷革新社交媒體內容策略，透過環球市場不同流動通訊平台，把握機會與客戶聯繫；現今的客戶則要求互動內容、直覺易用兼個人化的體驗。要成功爭取客戶，從業員應掌握社交媒體平台的潮流和發展、目標觀眾及客戶的喜好，並深入了解不同通訊應用程式的優點和缺點。本會建議，從業員必須與時並進，緊貼數碼／新媒體的最新發展加強培訓和汲取經驗，提升自身實力及技能（包括：網上搜尋／網站分析、於社交網絡平台分享／發布、網絡安全等）（見第 2.26 段，表 2.13），並要留意社交媒體在流動商貿上擔當的角色，以及在全球市場如何影響顧客的購買意願。

媒體、資訊素養與數據分析

3.4 香港進一步發展成為知識型社會，媒體業亦正經歷重大變動。個人、企業及公營機構大部分業務都愈來愈需要高質素的知識及資訊，受眾透過各類傳統及數碼媒體平台接收大量資訊。媒體從業員應適時透過合適的平台向客戶提供適當的資訊，為此他們必須具備高階技能，以搜尋資料、評估、篩選、分析、運用及創造資訊和知識。本會建議開辦「媒體與資訊素養」培訓課程，以助年輕從業員的專業發展。已有更多僱主留意到這項綜合能力的重要，約 70.0% 大眾傳播業僱主認為「媒體與資訊素養」頗重要（見附錄 8）。

3.5 科技發展日新月異，資料新聞、新聞策展及社交媒體市場推廣等發展改變了傳播業界，媒體公司可運用新數碼和傳統來源等多重客戶數據串流，有更多機會了解受眾的喜好。數據分析有助從業員全面掌握受眾及客戶使用流動應用程式的行為，在市場推廣、創作及編寫程式的業務決策中加入數據支持。媒體公司須改善從業員的數據技巧，建構數據分析能力，有助在競爭激烈及複雜的環境下更快作出商業決策。

落實 CEPA

3.6 新通訊科技的發展、經濟全球化、推進知識型社會、落實《內地與香港關於建立更緊密經貿關係的安排》(CEPA)、中國內地經濟發展迅速等因素，為大眾傳播業提供廣闊的業務發展空間。大眾傳播業僱員的角色轉變，需要掌握多種才幹，例如：銷售／市場推廣策略規劃、多媒體的知識及應用、對創意，文化和科技發展的瞭解、客戶策略規劃、語文技能（包括英語會話、普通話、英文書寫能力及中文書寫能力）和市場調查的應用等。相信這些範疇的培訓需求將會大增。（見第 2.25 段表 2.47）。

新一代從業員

高層管理人員培訓

3.7 本會認為 Y 世代（即 80 後和 90 後）大眾傳播業僱員容易適應數碼科技，追求有意義的事業和個人發展，重視工作與生活平衡，講求生活質素和工作滿足感；相比之下，他們的僱主或上司則較為重視工作勤奮和持久耐力。故此本會建議僱主應了解年輕僱員的處事態度和行為表現，並設法打破跨代隔膜（可參與相關的科技及管理研習班或課程）。此

外，僱主亦可指派具相關工作經驗及管理技巧的人員擔當前輩的角色，指導年輕僱員從職內培訓中學習。

挽留現有人才（包括新一代從業員）

3.8 按本會觀察，75.3%僱主認為增加薪金及附帶福利是挽留現有僱員（包括 30 歲以下的僱員）最有效的方法，其次是縮短或彈性工作時間(28.9%)、增加工作自主權(23.5%)、提升工作滿意度(20.7%)。不少僱主建議公司應提供人力培訓和發展、增強員工的歸屬感、建立正面的機構形象／文化（見附錄 7）。本會認為，僱主應了解工作的主要推動力所在（如激勵因素、師友輔導、挽留人才方法、科技培訓等）。傳達公司願景，建立文化鞏固公司在業界上的定位，有助推動員工投入工作。僱主可考慮給予現有僱員某種程度的自主，鼓勵他們帶領專責小組，推動工作成果，以提高工作上的滿足感。

3.9 本會認為，僱主投放資源推動僱員培訓和發展，有助挽留優秀人才，對公司發展有所裨益。大眾傳播業環境日新月異，僱主應確保僱員訓練有素，以維持公司的競爭力，並應發放津貼或提供假期讓現有僱員接受外間培訓（如研討會及研習班）、內部培訓或網上進修（包括某些基本技巧的基礎訓練）。

3.10 透過不同溝通渠道，包括：推行新計劃期間聽取僱員的意見、就員工表現適時提供回饋、認同僱員的成就等，感謝他們對公司發展付出的努力，能有效留住僱員，對於講求即時回報的年輕僱員尤其重要。

自由工作者

3.11 包括新聞及廣告公關業在內的大眾傳播業僱員當中，自由工作者的人數大幅增加。自由工作僱用模式漸漸成為環球趨勢。媒體製作業內，超過 30.0%僱員是自由工作者（見第 2.8 段表 2.5）。對於按項目製作為主的行業，這種僱用模式賦予僱傭雙方彈性。本會認為，自由工作者通常是經驗豐富的媒體從業員。必須建立一套資訊及知識管理系統，與自由工作者聯繫，有效傳遞並交流知識及經驗，確保公司在這個知識密集行業中持續發展。自由工作僱員亦應留意媒體公司的機遇和挑戰，特別是由傳統轉型至數碼平台所需的技能和知識。

教育及培訓機構的角色

本地教育院校

3.12 本會認為大眾傳播課程畢業生宜接受深度培訓，包括：特定範疇的大眾傳播技巧（如多媒體的知識及應用、全球傳媒文化／觸覺、媒體管理及商業智慧）、有關中國的認識（在中國內地的政治制度、社會和經濟發展）、通用技能（如通識智慧、批判思考、商業心態、專業操守、溝通技巧），以建立專業地位。此外，資深的從業人士亦可傳授經驗以扶掖新晉。

3.13 本會發現，業界僱主期望 70%僱員持有副學位或以上學歷（見第 2.38 段圖 15）。本地教育院校應繼續開辦大眾傳播副學位或以上程度的課程，鼓勵中學畢業生升讀大專時選擇這類課程；亦鼓勵僱主多聘用這類課程的畢業生，透過提供內部或外間研討會、培訓班提高他們的技能，維持公司的競爭力（見第 2.48 段表 2.26）。

跨境行業考察

3.14 面對本港與內地經濟進一步融合等的未來挑戰與機遇，兩地業界應定期舉辦跨境考察，交流專業知識與經驗，範圍包括：管理技能（包括製作、市場推廣、策略規劃、項目管理、企業傳訊／公共關係／公共事務、顧客資料庫），以及中國相關的知識（如中國內地的行業常規、政治制度、社會和經濟發展）；預期這些範疇的培訓需求將會增加，詳見附錄 12。本地教育培訓院校宜為現職從業員開辦短期課程／研討會或夜間課程，可用課堂或網上授課模式，幫助他們掌握上述技能，實踐終身學習。

學生實習培訓計劃

3.15 實習培訓有助學生汲取相關工作經驗，實務工作環境亦有利他們活用科技及專門技能，故此大眾傳播學課程中的實習計劃是備受重視的一環。應徵者缺乏相關經驗與技能／專業知識，往往是僱主在招聘僱員時所遇到的主要困難；有見及此，本會建議可與海外或內地機構／院校合作提供實習機會，憑藉本地院校（香港高等教育科技學院／香港知專設計學院／香港專業教育學院／其他大專院校）與專業團體／行業組織之間的強大聯繫，安排實習培訓，可為學生提供寶貴的學習機會，取得實務工作體驗，加強技能，提升日後的受聘機會。本會建議僱主、專業團體／行業組織和政府應鼎力支持這類計劃。

VTC 外間培訓課程

3.16 大眾傳播業的新媒體科技和環境瞬息萬變，催促高層管理人員在內的從業人士與時並進。為此，本會一直與不同的教育院校、行業組織和專業團體合辦短期課程或研討會，幫助他們掌握行業技能，以勝任工作。本會相信，採用 VTC 的外間培訓課程是靈活且具成本效益的途徑，能助從業員提升技術才幹和發揮貢獻。

3.17 本會建議相關的行業組織和專業團體可利用現有的網上學習平台設計培訓計劃和方案（如通用能力或可轉移技能等），透過 VTC 外間課程計劃，加強年輕從業員的全人發展，配合業界的最新趨勢，並符合在職培訓的要求（例如持續專業發展的進修時數）。

VTC 與外界專家合作

3.18 為協助從業員勝任工作，滿足業界要求，本會建議 VTC 應繼續與業界機構、行業組織及專業團體合作，為不同程度的人士開辦資歷認可課程，協助他們完成培訓後取得專業資歷。這類在職培訓課程或研討會應一直開辦，重點可多放在先進科技、管理技巧及行業典範趨勢。

3.19 為提升培訓質素，回應業界在某類範疇的才幹需求，本會將與內地及不同國家地區的業界專家、教育院校或專業學會合作，結合各方資源，透過 VTC 的外間課程計劃，舉辦高階程度的培訓班或研討會，為大眾傳播從業員提供培訓。

VTC 新科技培訓計劃

3.20 VTC 的技師訓練委員會屬下設有新科技培訓小組委員會，負責推行及管理「新科技培訓計劃」。就這項計劃下，新科技（包括數碼媒體科技）是指未在香港廣泛應用的科技，而吸納和應用這些科技會對本港大有裨益。此計劃旨在向本地僱主提供財政資助，鼓勵他們的員工學習有助業務發展的新技術，有關資助會以培訓津貼形式發放，金額最高可達培訓總成本的 50%。本地僱主如有意引進新科技作為工商用途，均可申請此計劃的培訓津貼。

未來人力調查

3.21 大眾傳播業發展迅速，推陳出新的科技、產品以至服務，都在影響業務環境。因此，本會認為應繼續定期展開人力調查，協助評估大眾傳播業未來的人力需求。

Membership List

Mass Communications Training Board
(As in June 2016)

Chairlady

Ms Bianca MA Kin-san

Members

Mr Rico CHAN Kai-to

Mr CHEUNG Ka-wai

Ms Bonnie CHIU Lai-yu

Mr CHIU Wai-piu

Mr DAI Chi-kit

Dr FU King-wa

Ms Celine HO Ming-wai

Mr Keith KAM Woon-ting

Mr Ross LAI

Ms Winnie LAU

Dr Will MA Wai-kit

Ms SHAM Yee-lan

Mr Edgar SO Kai-chi

Prof Mike WONG Ka-fai

Mr WONG Wing-hang

Mr Patrick YU Kin-wah

Mr YUEN Chi-wai

Director of Broadcasting (or his representative)

Director of Information Services (or his representative)

Executive Director of Vocational Training Council (or her representative)

Membership List

Working Party on 2016 Manpower Survey of the Mass Communication Industry --- **(As in June 2016)**

Convener

Ms Bianca MA Kin-san

Members

Mr Rico CHAN Kai-to

Mr DAI Chi-kit

Dr FU King-wa

Mr Keith KAM Woon-ting

Mr Ross LAI

Ms Winnie LAU

Dr Will MA Wai-kit

Ms SHAM Yee-lan

Mr Edgar SO Kai-chi

Prof Mike WONG Ka-fai

Mr YUEN Chi-wai

Director of Information Services (or his representative)

Representative from Census and Statistics Department

大眾傳播業訓練委員會
委員名單

(2016年6月)

主席

馬健生女士

成員

陳啟滔先生

張家偉先生

趙麗如女士

焦惠標先生

戴子傑先生

傅景華博士

何明惠女士

甘煥騰先生

賴嘉年先生

劉詠儀女士

馬偉傑博士

岑倚蘭女士

蘇啟智先生

黃嘉輝教授

黃永亨先生

余建華先生

袁志偉先生

廣播處長(或其代表)

政府新聞處處長(或其代表)

職業訓練局執行幹事(或其代表)

大眾傳播業 2016 年
人力調查工作小組
委員名單

(2016 年 6 月)

召集人

馬健生女士

成員

陳啟滔先生

戴子傑先生

傅景華博士

甘煥騰先生

賴嘉年先生

劉詠儀女士

馬偉傑博士

岑倚蘭女士

蘇啟智先生

黃嘉輝教授

袁志偉先生

政府新聞處處長(或其代表)

政府統計處代表

**Terms of Reference of the
Mass Communications Training Board**

1. To determine the manpower demand of the industry, including the collection and analysis of relevant manpower and student/trainee statistics and information on socio-economic, technological and labour market developments.
2. To assess and review whether the manpower supply for the industry matches with the manpower demand.
3. To recommend to the Vocational Training Council the development of vocational education and training facilities to meet the assessed manpower demand.
4. To advise the Hong Kong Institute of Vocational Education (IVE) and Pro-Act Training & Development Centres on the direction and strategic development of their programmes in the relevant disciplines.
5. To advise on the course planning, curriculum development and quality assurance systems of IVE and Pro-Act Training & Development Centres.
6. To prescribe job specifications for the principal jobs in the industry defining the skills, knowledge and training required.
7. To advise on training programmes for the principal jobs in the industry specifying the time a trainee needs to spend on each skill element.
8. To tender advice in respect of skill assessments, trade tests and certification for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.
9. To advise on the conduct of skill competitions in key trades in the industry for the promotion of vocational education and training as well as participation in international competitions.
10. To liaise with relevant bodies, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments, on matters pertaining to the development and promotion of vocational education and training in the industry.
11. To organise seminars/conferences/symposia on vocational education and training for the industry.
12. To advise on the publicity relating to the activities of the Training Board and relevant vocational education and training programmes of VTC.
13. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
14. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

大眾傳播業訓練委員會
職權範圍

1. 確定業內的人力需求，包括收集、分析相關的人力和學生／學員統計數字，以及關於社會經濟、科技及人力市場發展的資料。
2. 評估及研究本業的人力供求是否平衡。
3. 就發展業內專業教育及訓練設施應付人力需求，向職業訓練局提供意見。
4. 就相關學科的課程發展方向及策略，向香港專業教育學院(IVE)、卓越培訓發展中心提出建議。
5. 就 IVE、卓越培訓發展中心的課程策劃、課程發展及質素保證制度提供意見。
6. 擬訂本業主要職務的工作範圍，界定所需的技能、知識及訓練。
7. 建議本業主要職務訓練方案，訂定每種技能所需的訓練期。
8. 對技術評估、技能測驗及證書頒發制度提供意見，以確定從業員、學徒及見習員的技能水平。
9. 就本業主要行業舉辦技能比賽提供意見，以推廣專業教育與訓練和派員參加國際賽事。
10. 就本業專業教育及訓練的發展與推廣事宜，與僱主、僱主聯會、工會、專業團體、訓練及教育機構、政府部門等聯絡。
11. 為本業舉辦有關專業教育及訓練的研討會與會議。
12. 就業內訓練委員會工作、有關職訓局專業教育及訓練課程的宣傳事宜提供意見。
13. 每年向局方呈交訓練委員會工作報告，以及相關學科課程發展策略建議。
14. 根據《職業訓練局條例》第 7 條，負責局方所委派的其他工作。

Vocational Training Council 職業訓練局

Headquarters (Industry Partnership) 總辦事處(行業合作)
 30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong
 香港九龍長沙灣長裕街10號億京廣場2期30樓
 www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號

MC/4/2 (2016)

Your Reference 來函檔號

24th December 2015

Dear Sir/Madam,

2016 Manpower Survey of the
Mass Communication Industry

The Mass Communications Training Board of the Vocational Training Council (VTC) is appointed by the Government to be responsible for matters pertaining to the manpower and training needs of the mass communication industry in Hong Kong. Comprising representatives of the craft, academics and government officials, the Training Board is required, among other functions, to recommend to the Council the development of training strategy to meet the increasing demand for trained personnel.

With the assistance of the Census and Statistics Department, the Training Board will conduct the Manpower Survey of the Mass Communication Industry from 7th January 2016 to 6th February 2016. The purpose of this survey is to obtain accurate data concerning the present and future manpower situation and training information so as to enable the Training Board to formulate appropriate training plans to meet the needs of the industry. The survey findings will serve as reliable guidelines for employers' manpower planning and also advise on the training strategies of the companies. Your co-operation in supplying the information will be very much appreciated.

---- I enclose the following documents for your reference and completion:

- (a) Questionnaire – Parts I and II (Appendix A);
- (b) Explanatory notes (Appendix B); and
- (c) Descriptions of principal jobs in the mass communication industry (Appendix C).

Please note that for Questions (6) and (7) of Part II on the “employees’ skills/ knowledge need to be enhanced” and the “manpower training and development plan”, you may wish to seek confirmation/advice from your relevant departments or personnel.

During the survey period, an officer of the Census and Statistics Department will contact your office. The interviewing officer will answer any questions you may have and assist in the completion of the questionnaire if necessary.

You may wish to download the previous version of the Manpower Survey Report on the Mass Communication Industry from the VTC website at <http://mctb.vtc.edu.hk>. The 2016 Manpower Survey Report will also be uploaded when it is ready.

I wish to assure you that the information collected will be handled in strict confidence and will be published only in the form of statistical summaries without reference to individual organisations.

Should you have any questions regarding the survey, please contact the Manpower Statistics Section of the Census and Statistics Department at 2116 8301.

Yours faithfully,

A handwritten signature in black ink that reads "Bianca Ma". The signature is written in a cursive style with a small accent mark over the 'i' in Bianca.

(Ms MA Kin-san, Bianca)

Chairlady

Mass Communications Training Board

Vocational Training Council 職業訓練局

Headquarters (Industry Partnership) 總辦事處(行業合作)

30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong

香港九龍長沙灣長裕街10號億京廣場2期30樓

www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號

MC/4/2 (2016)

ference 來函檔號



執事先生／女士：

大眾傳播業 二〇一六年人力調查

職業訓練局之大眾傳播業訓練委員會乃由政府委任，負責本港有關大眾傳播業的人力及訓練事宜。本訓練委員會由行業代表、學者及政府人員出任委員，工作之一是向局方提供有關發展訓練策略的建議，以應付業內對幹練人員日增的需求。

本會得政府統計處協助，將於二〇一六年一月七日至二〇一六年二月六日期間，進行大眾傳播業人力調查。是次調查旨在搜集現時及未來人力的準確數據及訓練資料，以便制定適當的訓練計劃，切合行業的需求。調查結果將會為僱主的人力規劃提供可靠指引，及向公司建議可行的訓練策略。為此，懇請貴公司惠予協助，提供資料。

…… 現附上以下文件，以供參閱及填寫：

1. 調查表 – 第一、二部份（見附錄 A）；
2. 調查表附註（見附錄 B）；及
3. 大眾傳播業主要職務工作說明（見附錄 C）。

調查表第二部份第（6）及（7）題，填覆有關「僱員需加強的技能／知識」及「人力培訓及發展計劃」問題時，或需徵詢公司內有關部門或負責人的意見，核實所填寫的資料。

調查期間，政府統計處會派員聯絡 貴公司。如有需要，該處人員亦會解答問題，並協助填表。

上一期出版的大眾傳播業人力調查報告已經上載於職業訓練局網頁（網址：<http://mctb.vtc.edu.hk>）；而二〇一六年人力調查報告完成後，亦會上載於上述網址，歡迎下載。

是次調查所得資料絕對保密，只以摘要統計數字發表，並不會提及個別公司。如對是次調查有任何疑問，請致電 2116 8301 與政府統計處人力統計組聯絡。



大眾傳播業訓練委員會主席
馬健生

二〇一五年十二月二十四日

VOCATIONAL TRAINING COUNCIL
職業訓練局
THE 2016 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY

大眾傳播業二〇一六年人力調查

MASS MEDIA
大眾傳媒
QUESTIONNAIRE
調查表

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE
填表前，請參閱附註

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Rec. Type	Survey Code	Industry Code	Establishment No.	Enumerator's No.	Editor's No.	Check Digit	No. of Employees Covered by the Questionnaire
1 1	2 6 2 3	4 5 6 7 8 9	10 11 12 13 14 15	16 17	18 19	20 21 22	23 24 25 26 27

NAME OF COMPANY: _____
公司名稱

TOTAL NO. OF PERSONS ENGAGED: _____
僱員總人數

ADDRESS: _____
地址

- PRINCIPAL LINE OF BUSINESS: 主要業務
- Newspaper (1) 報紙
 - Magazine (2) 雜誌
 - Radio Station (3) 電台
 - TV Station (3) 電視台
 - News Agency (4) 通訊社
 - Digital / New Media (5) 數碼／新媒體
 - Public Relations Services (6) 公共關係服務
 - Advertising / Media Agency (7) 廣告商／媒介代理商
 - Media Production (9) 媒體製作
 - Others (8) 其他

NAME OF PERSON TO CONTACT: _____
聯絡人姓名

POSITION: _____
職位

TEL. NO.: _____ - _____
電話

FAX NO.: _____
圖文傳真

E-MAIL: _____
電郵

PART I 第一部份

(A) Principal Job 主要職務		(B) Average Monthly Income 每月 平均 收入	(C) No. of Employees as at 7.1.2016 (Excl. Freelancers [#]) 在2016年 1月7日的 僱員人數 (不包括自由 工作者 [#])	(D) No. of Freelancers [#] as at 7.1.2016 在2016年 1月7日的 自由工作者 [#] 人數	(E) No. of Vacancies as at 7.1.2016 在2016年 1月7日的 空缺額	(F) Forecast No. of Employees as at January 2017 (Incl. Freelancers [#]) 預計在2017年1月 的僱員人數 (包括自由 工作者 [#])	(G) Preferred Education of Employees 僱員宜有 的教育 程度	(H) Preferred Years of Relevant Experience 僱員宜有 的相關 年資	Enter in column (B) employee's average monthly income range code as follows: 請將僱員每月平均收入幅度按下列 編號填入 (B) 欄內： Average Monthly Income Range 每月平均收入幅度 Code 編號 1 \$8,000 or below 或以下 2 \$8,001 - \$12,000 3 \$12,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$50,000 6 \$50,001 - \$80,000 7 \$80,001 or above 或以上
Job Title 職稱 (Refer to Appendix C) (參閱附錄C)	Rec. Type	Job Code 職位編號	Code 編號				Code 編號	Code 編號	
		8-10	11	12-15	16-18	19-21	22-25	26	27
1.	2								Enter in column (G) the preferred education which an employee should have according to the following code: 請將僱員宜有的教育程度按下列 編號填入 (G) 欄內： Code 編號 Preferred Education 宜有的教育程度 1 Postgraduate 研究院 (Higher degrees (e.g. master degrees) or equivalent) (高等學位 (如碩士學位) 或同等教育程度) 2 First Degree 學士學位 (First degree or equivalent) (學士學位, 或同等教育程度) 3 Sub-degree 副學位 (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) (副學士、高級文憑、 專業文憑、高級證書, 或同等教育程度) 4 Senior Secondary 高中 (Secondary 4-6, Diploma, HKDSE or equivalent) (中四至中六、文憑、 香港中學文憑考試, 或同等教育程度) 5 Junior Secondary 初中 (Secondary 1-3 or equivalent) (中一至中三, 或同等教育程度)
2.	2								
3.	2								
4.	2								
5.	2								
6.	2								
7.	2								
8.	2								
9.	2								
10.	2								
11.	2								
12.	2								
13.	2								
14.	2								
15.	2								
16.	2								
17.	2								
18.	2								
19.	2								
20.	2								
21.	2								
22.	2								
23.	2								
24.	2								
25.	2								
26.	2								
27.	2								
28.	2								

Note: # A freelancer is a person who pursues a profession without a long-term commitment to any one employer in the journalism sector and the advertising and public relations sector. Freelancers may be engaged on a daily, an hourly or a project basis.

註: # 「自由工作者」指並無與新聞及廣告與公共關係兩行業僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

If additional lines are necessary, please tick here and enter on supplementary sheet(s).

如此頁已填滿, 請先將 (✓) 號填入此 內, 然後在附頁繼續填寫。

THE 2016 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY

大眾傳播業二〇一六年人力調查

PART II 第二部份

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Est. No. _____

Er. No. _____

Number of MC Employees Leaving/Recruited/Promoted in the Industry

離職／新聘／晉升的大眾傳播業僱員人數

- (1) Number of MC employees in the industry leaving your company and the number recruited or promoted in respect of new or existing posts during the past 12 months:
過去十二個月內離職的大眾傳播業僱員人數，及新聘或晉升以填補增設職位或現有空缺的本業僱員人數：

<u>Job Level</u> ⁽¹⁾ 職級 ⁽¹⁾	<u>Leaving</u> 離職	<u>Sources of Recruitment</u> 新聘僱員的來源		<u>Promotion</u> 晉升
	Number of Employees Leaving the Company 離職的僱員人數	Number of Experienced Employees Recruited in this Industry 具本業經驗的新聘僱員人數	Number of Non-experienced Employees Recruited in this Industry 不具本業經驗的新聘僱員人數	Number of Internal Promotion 內部晉升人數
(a) Managerial 經理級	8	11	14	17
(b) Supervisory 主任級	19	22	25	28
(c) Editorial/Production/ Executorial 編採／製作／執行人員級	30	33	36	39
(d) Supporting/Technical 輔助／技術人員級	41	44	47	50

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53

54

55

56 1(a) - 1(d)

Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector, digital / new media sector, advertising and public relations sector and media production sector are shown at Appendix C.

註：(1) 新聞業、數碼／新媒體業、廣告與公共關係業及媒體製作業各職級的職稱及工作說明可參看附錄 C。

Local MC Employees Deployed/Recruited to Work Major for the Website or New Media

本地大眾傳播業僱員被派遣／招聘主要擔任網站或新媒體工作的情况

- (2) (a) Does your company deploy/recruit any local MC employees to work major for the website or new media?

貴公司是否有派遣／招聘本地大眾傳播業僱員主要擔任網站或新媒體的工作？

Yes 有

No 沒有

Please go to Q(3) directly
請直接答第(3)題

- (b) If yes, please give the number of local MC employees deployed/recruited to work major for the website or new media.

如有，請說明被派遣／招聘主要擔任網站或新媒體工作的本地大眾傳播業僱員人數。

**Number of Local MC Employees Deployed/Recruited
to Work Major for the Website or New Media**

(As at 7.1.2016)

在2016年1月7日本地大眾傳播業僱員
被派遣／招聘主要擔任網站或新媒體工作的人數

Job Level⁽¹⁾

職級⁽¹⁾

- (i) Managerial
經理級

60

- (ii) Supervisory
主任級

63

- (iii) Editorial/Production/Executorial
編採／製作／執行人員級

66

- (iv) Supporting/Technical
輔助／技術人員級

69

- (c) Among the MC employees deployed/recruited to work major for the website or new media, how many of them are engaged in tasks/duties related to the social networking websites at your company?

在貴公司內所有被派遣／招聘主要擔任網站或新媒體工作的大眾傳播業僱員中，有多少名員工從事與社交網站有關的工作／任務？

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2(a)
76

2(b)
77

2(c)
78

Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector, digital / new media sector, advertising and public relations sector and media production sector are shown at Appendix C.

註：(1) 新聞業、數碼／新媒體業、廣告與公共關係業及媒體製作業各職級的職稱及工作說明可參看附錄 C。

Needs for Skills/Knowledge to Perform Social Media Functions

以執行社交媒體功能的技能／知識需要

- (3) Does your company's employees require the following skills/knowledge to perform the social media functions? (Please code the degree in demand as shown at the bottom of the page for each skill/knowledge)
貴公司的僱員是否需要下列的技能／知識以執行社交媒體的功能？
(請參看本頁下端編號，填入每項技能／知識的需要程度)

- | | | |
|---|----------------------|----|
| (i) Apps development
應用程式開發 | <input type="text"/> | 79 |
| (ii) Social media monitoring and surveillance
社交媒體監測及監督 | <input type="text"/> | 80 |
| (iii) Search engine optimisation
搜尋引擎優化 | <input type="text"/> | 81 |
| (iv) Web security
網絡安全 | <input type="text"/> | 82 |
| (v) Web searching
網上搜尋 | <input type="text"/> | 83 |
| (vi) Web analytics
網站分析 | <input type="text"/> | 84 |
| (vii) Curation ⁽¹⁾
策展 ⁽¹⁾ | <input type="text"/> | 85 |
| (viii) Sharing/ posting in social media platform
於社交媒體平台分享/ 發佈 | <input type="text"/> | 86 |
| (ix) Others (Please Specify) _____
其他 (請註明) | <input type="text"/> | 87 |

<u>For official use only</u> 此欄毋須填寫	<input type="text"/>	88
--	----------------------	----

Code 編號	1	2	3	4
Degree in Demand 需要程度	Least in Demand 極不需要	Not in Demand 不需要	Somewhat in Demand 有些需要	Most in Demand 非常需要

Notes: (1) Curation means to collect, organise and present a larger source of data and information in a coherent way.
註：(1) 策展工作包括收集、整理及展示大量連貫的數據及資訊。

Retention of Existing MC Employees

現有大眾傳播業僱員的挽留

(4) Please choose the effective methods for retaining your MC employees.

(You may tick up to three options.)

請選擇貴公司在挽留大眾傳播業僱員時的有效方法。

(可選取最多三項)

- | | | |
|---|--------------------------|----|
| (i) Salary increment and fringe benefit
增加薪金及附帶福利 | <input type="checkbox"/> | 89 |
| (ii) Shortening working hours or flexible working hours
縮短或彈性工作時間 | <input type="checkbox"/> | 90 |
| (iii) More paid leave
更多有薪休假 | <input type="checkbox"/> | 91 |
| (iv) Providing job rotation
提供職務輪換 | <input type="checkbox"/> | 92 |
| (v) Internal promotion/career development
內部晉升／事業發展 | <input type="checkbox"/> | 93 |
| (vi) Enhancing job satisfaction
提升工作滿意度 | <input type="checkbox"/> | 94 |
| (vii) Increasing job autonomy
增加工作自主權 | <input type="checkbox"/> | 95 |
| (viii) Providing/Supporting manpower training and personal development
提供／資助技能培訓和個人發展 | <input type="checkbox"/> | 96 |
| (ix) More communications and enhancing the sense of belonging with existing staff
加強與現職僱員溝通，增強他們的歸屬感 | <input type="checkbox"/> | 97 |
| (x) Positive image on company profile/culture
建立正面的機構形象／文化 | <input type="checkbox"/> | 98 |
| (xi) Others (Please Specify) _____
其他 (請註明) | <input type="checkbox"/> | 99 |

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此欄毋須填寫

100

Accomplishments of the Young MC Employees

年輕大眾傳播業僱員的素養

(5) (a) Please state the total number of MC employees aged below 30 in your company.

請提供貴公司30歲以下的大眾傳播業僱員人數。

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101

(b) Please specify the degree of importance in respect of the following accomplishment training for your young MC employees so that they can have greater contributions to the company.

(Please refer to the codes as shown at the bottom of the page)

請標示貴公司對年輕大眾傳播業僱員在下列各素養培訓方面的重要程度，
以使他們對貴公司作出更大貢獻。(請參看本頁下端編號)

- | | | |
|--|----------------------|-----|
| (i) Working attitude
工作態度 | <input type="text"/> | 105 |
| (ii) Team work
團隊合作 | <input type="text"/> | 106 |
| (iii) Protection of company's tangible and intangible assets
(or intellectual property right)
保護公司有形及無形資產(或知識產權) | <input type="text"/> | 107 |
| (iv) Interpersonal communication skills
人際溝通技巧 | <input type="text"/> | 108 |
| (v) Emotional management
情緒管理 | <input type="text"/> | 109 |
| (vi) Etiquette
禮儀 | <input type="text"/> | 110 |
| (vii) Protection of privacy
保障私隱 | <input type="text"/> | 111 |
| (viii) Punctuality
守時 | <input type="text"/> | 112 |
| (ix) Concentration on work
專心工作 | <input type="text"/> | 113 |
| (x) Creativity
創意 | <input type="text"/> | 114 |
| (xi) Passion
熱誠 | <input type="text"/> | 115 |
| (xii) Degree of loyalty
忠誠度 | <input type="text"/> | 116 |
| (xiii) Media and information literacy
媒體與資訊素養 | <input type="text"/> | 117 |
| (xiv) Others (Please Specify) _____
其他(請註明) | <input type="text"/> | 118 |

<u>For official use only</u> 此欄毋須填寫	<input type="text"/> 5(a) 119	<input type="text"/> 5(b) 120
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Code 編號	1	2	3	4
Degree of Importance 重要程度	Not at All Important 極不重要	Unimportant 不重要	Somewhat Important 有些重要	Highly Important 高度重要

Employees' Skills/Knowledge Need to be Enhanced

僱員需加強的技能／知識

(6) What types of skills/knowledge do your existing MC employees need to be enhanced in response to the various changes (including Hong Kong's transformation into a knowledge-based economy and China's 13th Five-Year Plan)?

(You may tick more than one option for each job level)

為迎合各方面的轉變（包括香港轉型至知識型經濟及中國的《十三五規劃》），貴公司現職大眾傳播業僱員需加強哪方面的技能／知識？

（每職級可選取多於一項）

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 職級 ⁽¹⁾			
		Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executorial 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
Management Skills 管理技能					
101	Corporate communications/public relations/ public affairs management 企業傳訊／公共關係／公共事務管理	<input type="checkbox"/> 121	<input type="checkbox"/> 122	<input type="checkbox"/> 123	<input type="checkbox"/> 124
102	Production management 製作管理	<input type="checkbox"/> 125	<input type="checkbox"/> 126	<input type="checkbox"/> 127	<input type="checkbox"/> 128
103	Marketing management 市場管理	<input type="checkbox"/> 129	<input type="checkbox"/> 130	<input type="checkbox"/> 131	<input type="checkbox"/> 132
104	Human resources management 人力資源管理	<input type="checkbox"/> 133	<input type="checkbox"/> 134	<input type="checkbox"/> 135	<input type="checkbox"/> 136
105	Financial management 財務管理	<input type="checkbox"/> 137	<input type="checkbox"/> 138	<input type="checkbox"/> 139	<input type="checkbox"/> 140
106	Strategic planning management 策略計劃管理	<input type="checkbox"/> 141	<input type="checkbox"/> 142	<input type="checkbox"/> 143	<input type="checkbox"/> 144
107	Crisis management 危機管理	<input type="checkbox"/> 145	<input type="checkbox"/> 146	<input type="checkbox"/> 147	<input type="checkbox"/> 148
108	Self-management 自我管理	<input type="checkbox"/> 149	<input type="checkbox"/> 150	<input type="checkbox"/> 151	<input type="checkbox"/> 152
109	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 153	<input type="checkbox"/> 154	<input type="checkbox"/> 155	<input type="checkbox"/> 156
For official use only 此欄毋須填寫		<input type="checkbox"/> 157	<input type="checkbox"/> 158	<input type="checkbox"/> 159	<input type="checkbox"/> 160
China-related Knowledge 有關中國的知識					
201	Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	<input type="checkbox"/> 161	<input type="checkbox"/> 162	<input type="checkbox"/> 163	<input type="checkbox"/> 164
202	Industry practices in the mainland of China 在中國內地的行業常規	<input type="checkbox"/> 165	<input type="checkbox"/> 166	<input type="checkbox"/> 167	<input type="checkbox"/> 168
203	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 169	<input type="checkbox"/> 170	<input type="checkbox"/> 171	<input type="checkbox"/> 172
For official use only 此欄毋須填寫		<input type="checkbox"/> 173	<input type="checkbox"/> 174	<input type="checkbox"/> 175	<input type="checkbox"/> 176

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 職級 ⁽¹⁾			
		Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executional 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<u>Language Skills</u> 語文技能					
301	Spoken English 英語會話	<input type="checkbox"/> 177	<input type="checkbox"/> 178	<input type="checkbox"/> 179	<input type="checkbox"/> 180
302	Putonghua 普通話	<input type="checkbox"/> 181	<input type="checkbox"/> 182	<input type="checkbox"/> 183	<input type="checkbox"/> 184
303	Written English 英文書寫能力	<input type="checkbox"/> 185	<input type="checkbox"/> 186	<input type="checkbox"/> 187	<input type="checkbox"/> 188
304	Written Chinese 中文書寫能力	<input type="checkbox"/> 189	<input type="checkbox"/> 190	<input type="checkbox"/> 191	<input type="checkbox"/> 192
305	Translation 翻譯	<input type="checkbox"/> 193	<input type="checkbox"/> 194	<input type="checkbox"/> 195	<input type="checkbox"/> 196
306	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 197	<input type="checkbox"/> 198	<input type="checkbox"/> 199	<input type="checkbox"/> 200

For official use only 此欄毋須填寫	<input type="checkbox"/> 201	<input type="checkbox"/> 202	<input type="checkbox"/> 203	<input type="checkbox"/> 204
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<u>Innovative Media Technology (Journalism Sector)</u> 創新媒體科技（新聞業）					
401	Innovative media technology products 創新媒體科技產品	<input type="checkbox"/> 205	<input type="checkbox"/> 206	<input type="checkbox"/> 207	<input type="checkbox"/> 208
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production, Internet transmission and mobile device application) 新媒體科技在編採工作上的應用 （如數碼拍攝、數碼製作、網路傳輸及 流動通訊應用等）	<input type="checkbox"/> 209	<input type="checkbox"/> 210	<input type="checkbox"/> 211	<input type="checkbox"/> 212
403	Computer literacy skills (e.g. digital graphics and Chinese word processing) 電腦應用技巧（如數碼圖像處理及中文輸入法等）	<input type="checkbox"/> 213	<input type="checkbox"/> 214	<input type="checkbox"/> 215	<input type="checkbox"/> 216
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	<input type="checkbox"/> 217	<input type="checkbox"/> 218	<input type="checkbox"/> 219	<input type="checkbox"/> 220
405	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 221	<input type="checkbox"/> 222	<input type="checkbox"/> 223	<input type="checkbox"/> 224

For official use only 此欄毋須填寫	<input type="checkbox"/> 225	<input type="checkbox"/> 226	<input type="checkbox"/> 227	<input type="checkbox"/> 228
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Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 職級 ⁽¹⁾			
		Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executorial 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<u>Industry Specific Skills (Journalism Sector)</u> 業內專業技能（新聞業）					
501	Reporting and editing skills 編採技巧	<input type="checkbox"/> 229	<input type="checkbox"/> 230	<input type="checkbox"/> 231	<input type="checkbox"/> 232
502	Print/TV/media production skills 印刷／電視／媒體製作技巧	<input type="checkbox"/> 233	<input type="checkbox"/> 234	<input type="checkbox"/> 235	<input type="checkbox"/> 236
503	Media law and ethics 傳媒法規與操守	<input type="checkbox"/> 237	<input type="checkbox"/> 238	<input type="checkbox"/> 239	<input type="checkbox"/> 240
504	Intellectual property and copyright law 知識產權及版權法	<input type="checkbox"/> 241	<input type="checkbox"/> 242	<input type="checkbox"/> 243	<input type="checkbox"/> 244
505	Strategic news planning 新聞規劃	<input type="checkbox"/> 245	<input type="checkbox"/> 246	<input type="checkbox"/> 247	<input type="checkbox"/> 248
506	Integration of the Internet with journalism 互聯網與新聞的結合	<input type="checkbox"/> 249	<input type="checkbox"/> 250	<input type="checkbox"/> 251	<input type="checkbox"/> 252
507	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	<input type="checkbox"/> 253	<input type="checkbox"/> 254	<input type="checkbox"/> 255	<input type="checkbox"/> 256
508	Audience research 受眾調查	<input type="checkbox"/> 257	<input type="checkbox"/> 258	<input type="checkbox"/> 259	<input type="checkbox"/> 260
509	Multi-tasking skills 一身多職的能力	<input type="checkbox"/> 261	<input type="checkbox"/> 262	<input type="checkbox"/> 263	<input type="checkbox"/> 264
510	Global vision/cultural-setting skill 國際視野／文化交流技巧	<input type="checkbox"/> 265	<input type="checkbox"/> 266	<input type="checkbox"/> 267	<input type="checkbox"/> 268
511	News curation 新聞策展	<input type="checkbox"/> 269	<input type="checkbox"/> 270	<input type="checkbox"/> 271	<input type="checkbox"/> 272
512	Data analysis 數據分析	<input type="checkbox"/> 273	<input type="checkbox"/> 274	<input type="checkbox"/> 275	<input type="checkbox"/> 276
513	Trends and changes of the financial market 金融市場之趨勢及變化	<input type="checkbox"/> 277	<input type="checkbox"/> 278	<input type="checkbox"/> 279	<input type="checkbox"/> 280
514	Social media applications 社交媒體的應用	<input type="checkbox"/> 281	<input type="checkbox"/> 282	<input type="checkbox"/> 283	<input type="checkbox"/> 284
515	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 285	<input type="checkbox"/> 286	<input type="checkbox"/> 287	<input type="checkbox"/> 288
For official use only 此欄毋須填寫		<input type="checkbox"/> 289	<input type="checkbox"/> 290	<input type="checkbox"/> 291	<input type="checkbox"/> 292

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 職級 ⁽¹⁾			
		Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executorial 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
Innovative Media Technology					
Digital / New Media Sector					
創新媒體科技（數碼／新媒體業）					
601	Hardware and Software (Interction design) 硬件和軟件（互動設計）	<input type="checkbox"/> 293	<input type="checkbox"/> 294	<input type="checkbox"/> 295	<input type="checkbox"/> 296
602	New media technology for public engagement and promotion (E.g. Cross-disciplinary design application on public engagement, APP & Game development, Alternate Reality Game etc.) 新媒體技術的公眾參與和推廣（如公眾參與科技的设计應用，APP和遊戲開發，真實體驗交流遊戲等）	<input type="checkbox"/> 297	<input type="checkbox"/> 298	<input type="checkbox"/> 299	<input type="checkbox"/> 300
603	Application of new media technologies on various media projects (e.g. active wifi, programming, sensors, 360 video shooting and transparent interface etc) 新媒體技術應用（如主動無線網絡，編寫程式，傳感器，360視頻拍攝，透明聯接界面等應用）	<input type="checkbox"/> 301	<input type="checkbox"/> 302	<input type="checkbox"/> 303	<input type="checkbox"/> 304
604	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 305	<input type="checkbox"/> 306	<input type="checkbox"/> 307	<input type="checkbox"/> 308

For official use only 此欄毋須填寫	<input type="checkbox"/> 309	<input type="checkbox"/> 310	<input type="checkbox"/> 311	<input type="checkbox"/> 312
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Industry Specific Skills					
Digital / New Media Sector					
業內專業技能（數碼／新媒體業）					
701	(Content) Research skills 資料內容蒐集技巧	<input type="checkbox"/> 313	<input type="checkbox"/> 314	<input type="checkbox"/> 315	<input type="checkbox"/> 316
702	Creativity and cultural insights 對創意，文化和科技發展的瞭解	<input type="checkbox"/> 317	<input type="checkbox"/> 318	<input type="checkbox"/> 319	<input type="checkbox"/> 320
703	Technology development insights 對科技發展的瞭解	<input type="checkbox"/> 321	<input type="checkbox"/> 322	<input type="checkbox"/> 323	<input type="checkbox"/> 324
704	Specific Technical skills (e.g. editing, photoshop, programming etc) 專門技術（如編輯，軟件，編寫程式等）	<input type="checkbox"/> 325	<input type="checkbox"/> 326	<input type="checkbox"/> 327	<input type="checkbox"/> 328
705	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 329	<input type="checkbox"/> 330	<input type="checkbox"/> 331	<input type="checkbox"/> 332

For official use only 此欄毋須填寫	<input type="checkbox"/> 333	<input type="checkbox"/> 334	<input type="checkbox"/> 335	<input type="checkbox"/> 336
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Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 職級 ⁽¹⁾			
		Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Execuational 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）					
801	Website design and supporting skills 網站設計及支援技巧	<input type="checkbox"/> 337	<input type="checkbox"/> 338	<input type="checkbox"/> 339	<input type="checkbox"/> 340
802	Market research applications 市場調查的應用	<input type="checkbox"/> 341	<input type="checkbox"/> 342	<input type="checkbox"/> 343	<input type="checkbox"/> 344
803	Consumer database management 客戶資料庫管理	<input type="checkbox"/> 345	<input type="checkbox"/> 346	<input type="checkbox"/> 347	<input type="checkbox"/> 348
804	Innovative media research and applications 創新媒體的研究及應用	<input type="checkbox"/> 349	<input type="checkbox"/> 350	<input type="checkbox"/> 351	<input type="checkbox"/> 352
805	Multimedia knowledge and applications 多媒體的知識及應用	<input type="checkbox"/> 353	<input type="checkbox"/> 354	<input type="checkbox"/> 355	<input type="checkbox"/> 356
806	Social media marketing 社交媒體營銷	<input type="checkbox"/> 357	<input type="checkbox"/> 358	<input type="checkbox"/> 359	<input type="checkbox"/> 360
807	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 361	<input type="checkbox"/> 362	<input type="checkbox"/> 363	<input type="checkbox"/> 364

For official use only 此欄毋須填寫	<input type="checkbox"/> 365	<input type="checkbox"/> 366	<input type="checkbox"/> 367	<input type="checkbox"/> 368
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Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）					
901	Account strategic planning 客戶策略規劃	<input type="checkbox"/> 369	<input type="checkbox"/> 370	<input type="checkbox"/> 371	<input type="checkbox"/> 372
902	Sales/marketing strategic planning 銷售／市場推廣策略規劃	<input type="checkbox"/> 373	<input type="checkbox"/> 374	<input type="checkbox"/> 375	<input type="checkbox"/> 376
903	Media planning and market research 傳媒規劃及市場研究	<input type="checkbox"/> 377	<input type="checkbox"/> 378	<input type="checkbox"/> 379	<input type="checkbox"/> 380
904	Creativity and cultural insights 對創意及文化的瞭解	<input type="checkbox"/> 381	<input type="checkbox"/> 382	<input type="checkbox"/> 383	<input type="checkbox"/> 384
905	PR consultation/presentation skills 公關的諮詢／表達技巧	<input type="checkbox"/> 385	<input type="checkbox"/> 386	<input type="checkbox"/> 387	<input type="checkbox"/> 388
906	Project management 項目管理	<input type="checkbox"/> 389	<input type="checkbox"/> 390	<input type="checkbox"/> 391	<input type="checkbox"/> 392
907	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 393	<input type="checkbox"/> 394	<input type="checkbox"/> 395	<input type="checkbox"/> 396

For official use only 此欄毋須填寫	<input type="checkbox"/> 397	<input type="checkbox"/> 398	<input type="checkbox"/> 399	<input type="checkbox"/> 400
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Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 職級 ⁽¹⁾			
		Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executorial 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
Innovative Media Technology					
Media Production Sector					
創新媒體科技（媒體製作業）					
1001	Innovative media technology products (e.g. Interactive TV, OTT, etc.) 創新媒體科技產品（如互動電視、OTT服務等）	<input type="checkbox"/> 401	<input type="checkbox"/> 402	<input type="checkbox"/> 403	<input type="checkbox"/> 404
1002	Application of new technologies in production (e.g. Aerial Videography, 4K / 8K Production Stereoscopy Production, HD/SLR Workflow, Panoramic Videography, etc.) 新科技在製作流程上的應用（如航空拍攝、4K / 8K 製作、3D製作、單反錄像工作流程、全景錄像拍攝等）	<input type="checkbox"/> 405	<input type="checkbox"/> 406	<input type="checkbox"/> 407	<input type="checkbox"/> 408
1003	Computer literacy skills (e.g. Cloud System, Digital Post-Production etc.) 電腦應用技巧（如雲端系統、數碼後期處理等）	<input type="checkbox"/> 409	<input type="checkbox"/> 410	<input type="checkbox"/> 411	<input type="checkbox"/> 412
1004	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 413	<input type="checkbox"/> 414	<input type="checkbox"/> 415	<input type="checkbox"/> 416
For official use only 此欄毋須填寫		<input type="checkbox"/> 417	<input type="checkbox"/> 418	<input type="checkbox"/> 419	<input type="checkbox"/> 420

Industry Specific Skills					
Media Production Sector					
業內專業技能（媒體製作業）					
1101	TV/media production skills 電視／媒體技巧	<input type="checkbox"/> 421	<input type="checkbox"/> 422	<input type="checkbox"/> 423	<input type="checkbox"/> 424
1102	Media law and ethics 傳媒法規與操守	<input type="checkbox"/> 425	<input type="checkbox"/> 426	<input type="checkbox"/> 427	<input type="checkbox"/> 428
1103	Intellectual property and copyright law 知識產權及版權法	<input type="checkbox"/> 429	<input type="checkbox"/> 430	<input type="checkbox"/> 431	<input type="checkbox"/> 432
1104	Critical thinking skills and cross-media knowledge 批判性思考技巧及跨媒體知識	<input type="checkbox"/> 433	<input type="checkbox"/> 434	<input type="checkbox"/> 435	<input type="checkbox"/> 436
1105	Research skills 調查技巧	<input type="checkbox"/> 437	<input type="checkbox"/> 438	<input type="checkbox"/> 439	<input type="checkbox"/> 440
1106	Multi-tasking skills 一身多職的能力	<input type="checkbox"/> 441	<input type="checkbox"/> 442	<input type="checkbox"/> 443	<input type="checkbox"/> 444
1107	Visual design and aesthetics 視覺設計及美學	<input type="checkbox"/> 445	<input type="checkbox"/> 446	<input type="checkbox"/> 447	<input type="checkbox"/> 448
1108	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 449	<input type="checkbox"/> 450	<input type="checkbox"/> 451	<input type="checkbox"/> 452
For official use only 此欄毋須填寫		<input type="checkbox"/> 453	<input type="checkbox"/> 454	<input type="checkbox"/> 455	<input type="checkbox"/> 456

Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector, digital / new media sector, advertising and public relations sector and media production sector are shown at Appendix C.

註：(1) 新聞業、數碼／新媒體業、廣告與公共關係業及媒體製作業各職級的職稱及工作說明可參看附錄 C。

Manpower Training and Development Plan

人力培訓及發展計劃

(7) How many training places will you plan to provide/sponsor to your existing MC employees in respect of the following skills and knowledge in the next 12 months?

在未來十二個月內，貴公司將會計劃提供／資助多少名額予現職大眾傳播業僱員修讀下列各技能及知識的培訓課程？

Number of Training Places

培訓名額

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial</u> 經理級	<u>Supervisory</u> 主任級	<u>Editorial/ Production/ Executive</u> 編採／製作／ 執行人員級	<u>Supporting/ Technical</u> 輔助／技術 人員級
(a) Management Skills 管理技能	<input type="text" value="457"/>	<input type="text" value="461"/>	<input type="text" value="465"/>	<input type="text" value="469"/>
(b) China-related Knowledge 有關中國的知識	<input type="text" value="473"/>	<input type="text" value="477"/>	<input type="text" value="481"/>	<input type="text" value="485"/>
(c) Language Skills 語文技能	<input type="text" value="489"/>	<input type="text" value="493"/>	<input type="text" value="497"/>	<input type="text" value="501"/>
(d) Innovative Media Technology (Journalism Sector) 創新媒體科技（新聞業）	<input type="text" value="505"/>	<input type="text" value="509"/>	<input type="text" value="513"/>	<input type="text" value="517"/>
(e) Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）	<input type="text" value="521"/>	<input type="text" value="525"/>	<input type="text" value="529"/>	<input type="text" value="533"/>
(f) Innovative Media Technology (Digital / New Media Sector) 創新媒體科技（數碼／新媒體業）	<input type="text" value="537"/>	<input type="text" value="541"/>	<input type="text" value="545"/>	<input type="text" value="549"/>
(g) Industry Specific Skills (Digital / New Media Sector) 業內專業技能（數碼／新媒體業）	<input type="text" value="553"/>	<input type="text" value="557"/>	<input type="text" value="561"/>	<input type="text" value="565"/>
(h) Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）	<input type="text" value="569"/>	<input type="text" value="573"/>	<input type="text" value="577"/>	<input type="text" value="581"/>
(i) Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）	<input type="text" value="585"/>	<input type="text" value="589"/>	<input type="text" value="593"/>	<input type="text" value="597"/>
(j) Innovative Media Technology (Media Production Sector) 創新媒體科技（媒體製作業）	<input type="text" value="601"/>	<input type="text" value="605"/>	<input type="text" value="609"/>	<input type="text" value="613"/>
(k) Industry Specific Skills (Media Production Sector) 業內專業技能（媒體製作業）	<input type="text" value="617"/>	<input type="text" value="621"/>	<input type="text" value="625"/>	<input type="text" value="629"/>
(l) Others (Please Specify) _____ 其他（請註明）	<input type="text" value="633"/>	<input type="text" value="637"/>	<input type="text" value="641"/>	<input type="text" value="645"/>

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End of questionnaire. Thank you for your co-operation.

問卷完，多謝合作。

VOCATIONAL TRAINING COUNCIL
職業訓練局
THE 2016 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY
大眾傳播業二〇一六年人力調查

CORPORATE COMMUNICATIONS / PUBLIC RELATIONS / ADVERTISING / MARKETING DEPARTMENT IN COMPANIES / INSTITUTIONS
公司或機構內企業傳訊／公共關係／廣告／市場部

QUESTIONNAIRE
調查表

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE
填表前，請參閱附註

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Rec. Type	Survey Code	Industry Code	Establishment No.	Enumerator's No.	Editor's No.	Check Digit	No. of Employees Covered by the Questionnaire
1	2 6						
1	2 3	4 5 6 7 8 9	10 11 12 13 14 15	16 17	18 19	20 21 22	23 24 25 26 27

NAME OF COMPANY: _____
公司名稱

ADDRESS: _____
地址

PRINCIPAL LINE OF BUSINESS: _____
主要業務

TOTAL NO. OF PERSONS ENGAGED: _____
僱員總人數

DEPARTMENT ESTABLISHED: Corporate Communications (81) 企業傳訊 Public Relations (82) 公共關係 Advertising (83) 廣告 Marketing (84) 市場 None of Above 全無上述部門

NAME OF PERSON TO CONTACT: _____
聯絡人姓名

POSITION: _____
職位

TEL. NO.: _____ - _____
電話

FAX NO.: _____
圖文傳真

E-MAIL: _____
電郵

PART I 第一部份

(A) Principal Job 主要職務		(B) Average Monthly Income 每月 平均 收入	(C) No. of Employees as at 7.1.2016 (Excl. Freelancers [#]) 在2016年 1月7日的 僱員人數 (不包括自由 工作者 [#])	(D) No. of Freelancers [#] as at 7.1.2016 在2016年 1月7日的 自由工作者 [#] 人數	(E) No. of Vacancies as at 7.1.2016 在2016年 1月7日的 空缺額	(F) Forecast No. of Employees as at January 2017 (Incl. Freelancers [#]) 預計在2017年1月 的僱員人數 (包括自由 工作者 [#])	(G) Preferred Education of Employees 僱員宜有 的教育 程度	(H) Preferred Years of Relevant Experience 僱員宜有 的相關 年資	Enter in column (B) employee's average monthly income range code as follows: 請將僱員每月平均收入幅度按下列編號填入(B)欄內: Average Monthly Code 每月平均收入幅度 Income Range 1 \$8,000 or below 或以下 2 \$8,001 - \$12,000 3 \$12,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$50,000 6 \$50,001 - \$80,000 7 \$80,001 or above 或以上
Job Title 職稱 (Refer to Appendix C) (參閱附錄C)	Rec. Type	Job Code 職位編號	Code 編號				Code 編號	Code 編號	
		8-10	11	12-15	16-18	19-21	22-25	26	27
1.	2								
2.	2								
3.	2								
4.	2								
5.	2								
6.	2								
7.	2								
8.	2								
9.	2								
10.	2								
11.	2								
12.	2								
13.	2								
14.	2								
15.	2								
16.	2								
17.	2								
18.	2								
19.	2								
20.	2								
21.	2								
22.	2								
23.	2								
24.	2								
25.	2								
26.	2								
27.	2								
28.	2								

Note: # A freelancer is a person who pursues a profession without a long-term commitment to any one employer in the journalism sector and the advertising and public relations sector. Freelancers may be engaged on a daily, an hourly or a project basis.

註: # 「自由工作者」指並無與新聞及廣告與公共關係兩行業僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

If additional lines are necessary, please tick here and enter on supplementary sheet(s).

如此頁已填滿, 請先將 (✓) 號填入此 內, 然後在附頁繼續填寫。

THE 2016 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY

大眾傳播業二〇一六年人力調查

PART II 第二部份

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Est. No. _____

Er. No. _____

Number of MC Employees Leaving/Recruited/Promoted in the Industry

離職／新聘／晉升的大眾傳播業僱員人數

- (1) Number of MC employees in the industry leaving your company and the number recruited or promoted in respect of new or existing posts during the past 12 months:
過去十二個月內離職的大眾傳播業僱員人數，及新聘或晉升以填補增設職位或現有空缺的本業僱員人數：

<u>Job Level</u> ⁽¹⁾ 職級 ⁽¹⁾	<u>Leaving</u> 離職	<u>Sources of Recruitment</u> 新聘僱員的來源		<u>Promotion</u> 晉升
	Number of Employees Leaving the Company 離職的僱員人數	Number of Experienced Employees Recruited in this Industry 具本業經驗的新聘僱員人數	Number of Non-experienced Employees Recruited in this Industry 不具本業經驗的新聘僱員人數	Number of Internal Promotion 內部晉升人數
(a) Managerial 經理級	_ _ _ 8	_ _ _ 11	_ _ _ 14	_ _ _ 17
(b) Supervisory 主任級	_ _ _ 19	_ _ _ 22	_ _ _ 25	_ _ _ 28
(c) Editorial/Production/ Executorial 編採／製作／執行人員級	_ _ _ 30	_ _ _ 33	_ _ _ 36	_ _ _ 39
(d) Supporting/Technical 輔助／技術人員級	_ _ _ 41	_ _ _ 44	_ _ _ 47	_ _ _ 50

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	_ _ _ _ 56	1(a) - 1(d)		

Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector, digital / new media sector, advertising and public relations sector and media production sector are shown at Appendix C.

註：(1) 新聞業、數碼／新媒體業、廣告與公共關係業及媒體製作業各職級的職稱及工作說明可參看附錄 C。

Local MC Employees Deployed/Recruited to Work Major for the Website or New Media

本地大眾傳播業僱員被派遣／招聘主要擔任網站或新媒體工作的情况

- (2) (a) Does your company deploy/recruit any local MC employees to work major for the website or new media?

貴公司是否有派遣／招聘本地大眾傳播業僱員主要擔任網站或新媒體的工作？

Yes 有

No 沒有

Please go to Q(3) directly
請直接答第(3)題

- (b) If yes, please give the number of local MC employees deployed/recruited to work major for the website or new media.

如有，請說明被派遣／招聘主要擔任網站或新媒體工作的本地大眾傳播業僱員人數。

**Number of Local MC Employees Deployed/Recruited
to Work Major for the Website or New Media**

(As at 7.1.2016)

在2016年1月7日本地大眾傳播業僱員
被派遣／招聘主要擔任網站或新媒體工作的人數

Job Level⁽¹⁾

職級⁽¹⁾

- (i) Managerial
經理級

60

- (ii) Supervisory
主任級

63

- (iii) Editorial/Production/Executorial
編採／製作／執行人員級

66

- (iv) Supporting/Technical
輔助／技術人員級

69

- (c) Among the MC employees deployed/recruited to work major for the website or new media, how many of them are engaged in tasks/duties related to the social networking websites at your company?

在貴公司內所有被派遣／招聘主要擔任網站或新媒體工作的大眾傳播業僱員中，有多少名員工從事與社交網站有關的工作／任務？

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2(a)
76

2(b)
77

2(c)
78

Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector, digital / new media sector, advertising and public relations sector and media production sector are shown at Appendix C.

註：(1) 新聞業、數碼／新媒體業、廣告與公共關係業及媒體製作業各職級的職稱及工作說明可參看附錄 C。

Needs for Skills/Knowledge to Perform Social Media Functions

以執行社交媒體功能的技能／知識需要

- (3) Does your company's employees require the following skills/knowledge to perform the social media functions? (Please code the degree in demand as shown at the bottom of the page for each skill/knowledge)
貴公司的僱員是否需要下列的技能／知識以執行社交媒體的功能？
(請參看本頁下端編號，填入每項技能／知識的需要程度)

- | | |
|---|----------------------------|
| (i) Apps development
應用程式開發 | <input type="text"/>
79 |
| (ii) Social media monitoring and surveillance
社交媒體監測及監督 | <input type="text"/>
80 |
| (iii) Search engine optimisation
搜尋引擎優化 | <input type="text"/>
81 |
| (iv) Web security
網絡安全 | <input type="text"/>
82 |
| (v) Web searching
網上搜尋 | <input type="text"/>
83 |
| (vi) Web analytics
網站分析 | <input type="text"/>
84 |
| (vii) Curation ⁽¹⁾
策展 ⁽¹⁾ | <input type="text"/>
85 |
| (viii) Sharing/ posting in social media platform
於社交媒體平台分享/ 發佈 | <input type="text"/>
86 |
| (ix) Others (Please Specify) _____
其他 (請註明) | <input type="text"/>
87 |

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Code 編號	1	2	3	4
Degree in Demand 需要程度	Least in Demand 極不需要	Not in Demand 不需要	Somewhat in Demand 有些需要	Most in Demand 非常需要

Notes: (1) Curation means to collect, organise and present a larger source of data and information in a coherent way.
註：(1) 策展工作包括收集、整理及展示大量連貫的數據及資訊。

Retention of Existing MC Employees

現有大眾傳播業僱員的挽留

(4) Please choose the effective methods for retaining your MC employees.

(You may tick up to three options.)

請選擇貴公司在挽留大眾傳播業僱員時的有效方法。

(可選取最多三項)

- | | | |
|---|--------------------------|----|
| (i) Salary increment and fringe benefit
增加薪金及附帶福利 | <input type="checkbox"/> | 89 |
| (ii) Shortening working hours or flexible working hours
縮短或彈性工作時間 | <input type="checkbox"/> | 90 |
| (iii) More paid leave
更多有薪休假 | <input type="checkbox"/> | 91 |
| (iv) Providing job rotation
提供職務輪換 | <input type="checkbox"/> | 92 |
| (v) Internal promotion/career development
內部晉升／事業發展 | <input type="checkbox"/> | 93 |
| (vi) Enhancing job satisfaction
提升工作滿意度 | <input type="checkbox"/> | 94 |
| (vii) Increasing job autonomy
增加工作自主權 | <input type="checkbox"/> | 95 |
| (viii) Providing/Supporting manpower training and personal development
提供／資助技能培訓和個人發展 | <input type="checkbox"/> | 96 |
| (ix) More communications and enhancing the sense of belonging with existing staff
加強與現職僱員溝通，增強他們的歸屬感 | <input type="checkbox"/> | 97 |
| (x) Positive image on company profile/culture
建立正面的機構形象／文化 | <input type="checkbox"/> | 98 |
| (xi) Others (Please Specify) _____
其他 (請註明) | <input type="checkbox"/> | 99 |

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100

Accomplishments of the Young MC Employees

年輕大眾傳播業僱員的素養

(5) (a) Please state the total number of MC employees aged below 30 in your company.

請提供貴公司30歲以下的大眾傳播業僱員人數。

--	--	--	--

101

(b) Please specify the degree of importance in respect of the following accomplishment training for your young MC employees so that they can have greater contributions to the company.

(Please refer to the codes as shown at the bottom of the page)

請標示貴公司對年輕大眾傳播業僱員在下列各素養培訓方面的重要程度，
以使他們對貴公司作出更大貢獻。(請參看本頁下端編號)

- | | | |
|--|----------------------|-----|
| (i) Working attitude
工作態度 | <input type="text"/> | 105 |
| (ii) Team work
團隊合作 | <input type="text"/> | 106 |
| (iii) Protection of company's tangible and intangible assets
(or intellectual property right)
保護公司有形及無形資產(或知識產權) | <input type="text"/> | 107 |
| (iv) Interpersonal communication skills
人際溝通技巧 | <input type="text"/> | 108 |
| (v) Emotional management
情緒管理 | <input type="text"/> | 109 |
| (vi) Etiquette
禮儀 | <input type="text"/> | 110 |
| (vii) Protection of privacy
保障私隱 | <input type="text"/> | 111 |
| (viii) Punctuality
守時 | <input type="text"/> | 112 |
| (ix) Concentration on work
專心工作 | <input type="text"/> | 113 |
| (x) Creativity
創意 | <input type="text"/> | 114 |
| (xi) Passion
熱誠 | <input type="text"/> | 115 |
| (xii) Degree of loyalty
忠誠度 | <input type="text"/> | 116 |
| (xiii) Media and information literacy
媒體與資訊素養 | <input type="text"/> | 117 |
| (xiv) Others (Please Specify) _____
其他(請註明) | <input type="text"/> | 118 |

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Code 編號	1	2	3	4
Degree of Importance 重要程度	Not at All Important 極不重要	Unimportant 不重要	Somewhat Important 有些重要	Highly Important 高度重要

Employees' Skills/Knowledge Need to be Enhanced

僱員需加強的技能／知識

- (6) What types of skills/knowledge do your existing MC employees need to be enhanced in response to the various changes (including Hong Kong's transformation into a knowledge-based economy and China's 13th Five-Year Plan)?

(You may tick more than one option for each job level)

為迎合各方面的轉變（包括香港轉型至知識型經濟及中國的《十三五規劃》），貴公司現職大眾傳播業僱員需加強哪方面的技能／知識？

（每職級可選取多於一項）

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 職級 ⁽¹⁾			
		Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executional 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
Management Skills 管理技能					
101	Corporate communications/public relations/ public affairs management 企業傳訊／公共關係／公共事務管理	<input type="checkbox"/> 121	<input type="checkbox"/> 122	<input type="checkbox"/> 123	<input type="checkbox"/> 124
102	Production management 製作管理	<input type="checkbox"/> 125	<input type="checkbox"/> 126	<input type="checkbox"/> 127	<input type="checkbox"/> 128
103	Marketing management 市場管理	<input type="checkbox"/> 129	<input type="checkbox"/> 130	<input type="checkbox"/> 131	<input type="checkbox"/> 132
104	Human resources management 人力資源管理	<input type="checkbox"/> 133	<input type="checkbox"/> 134	<input type="checkbox"/> 135	<input type="checkbox"/> 136
105	Financial management 財務管理	<input type="checkbox"/> 137	<input type="checkbox"/> 138	<input type="checkbox"/> 139	<input type="checkbox"/> 140
106	Strategic planning management 策略計劃管理	<input type="checkbox"/> 141	<input type="checkbox"/> 142	<input type="checkbox"/> 143	<input type="checkbox"/> 144
107	Crisis management 危機管理	<input type="checkbox"/> 145	<input type="checkbox"/> 146	<input type="checkbox"/> 147	<input type="checkbox"/> 148
108	Self-management 自我管理	<input type="checkbox"/> 149	<input type="checkbox"/> 150	<input type="checkbox"/> 151	<input type="checkbox"/> 152
109	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 153	<input type="checkbox"/> 154	<input type="checkbox"/> 155	<input type="checkbox"/> 156

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China-related Knowledge 有關中國的知識					
201	Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	<input type="checkbox"/> 161	<input type="checkbox"/> 162	<input type="checkbox"/> 163	<input type="checkbox"/> 164
202	Industry practices in the mainland of China 在中國內地的行業常規	<input type="checkbox"/> 165	<input type="checkbox"/> 166	<input type="checkbox"/> 167	<input type="checkbox"/> 168
203	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 169	<input type="checkbox"/> 170	<input type="checkbox"/> 171	<input type="checkbox"/> 172

For official use only 此欄毋須填寫	<input type="checkbox"/> 173	<input type="checkbox"/> 174	<input type="checkbox"/> 175	<input type="checkbox"/> 176
---------------------------------	---------------------------------	---------------------------------	---------------------------------	---------------------------------

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 職級 ⁽¹⁾			
		Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executional 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<u>Language Skills</u> 語文技能					
301	Spoken English 英語會話	<input type="checkbox"/> 177	<input type="checkbox"/> 178	<input type="checkbox"/> 179	<input type="checkbox"/> 180
302	Putonghua 普通話	<input type="checkbox"/> 181	<input type="checkbox"/> 182	<input type="checkbox"/> 183	<input type="checkbox"/> 184
303	Written English 英文書寫能力	<input type="checkbox"/> 185	<input type="checkbox"/> 186	<input type="checkbox"/> 187	<input type="checkbox"/> 188
304	Written Chinese 中文書寫能力	<input type="checkbox"/> 189	<input type="checkbox"/> 190	<input type="checkbox"/> 191	<input type="checkbox"/> 192
305	Translation 翻譯	<input type="checkbox"/> 193	<input type="checkbox"/> 194	<input type="checkbox"/> 195	<input type="checkbox"/> 196
306	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 197	<input type="checkbox"/> 198	<input type="checkbox"/> 199	<input type="checkbox"/> 200
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<u>Innovative Media Technology (Journalism Sector)</u> 創新媒體科技（新聞業）					
401	Innovative media technology products 創新媒體科技產品	<input type="checkbox"/> 205	<input type="checkbox"/> 206	<input type="checkbox"/> 207	<input type="checkbox"/> 208
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production, Internet transmission and mobile device application) 新媒體科技在編採工作上的應用 （如數碼拍攝、數碼製作、網路傳輸及 流動通訊應用等）	<input type="checkbox"/> 209	<input type="checkbox"/> 210	<input type="checkbox"/> 211	<input type="checkbox"/> 212
403	Computer literacy skills (e.g. digital graphics and Chinese word processing) 電腦應用技巧（如數碼圖像處理及中文輸入法等）	<input type="checkbox"/> 213	<input type="checkbox"/> 214	<input type="checkbox"/> 215	<input type="checkbox"/> 216
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	<input type="checkbox"/> 217	<input type="checkbox"/> 218	<input type="checkbox"/> 219	<input type="checkbox"/> 220
405	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 221	<input type="checkbox"/> 222	<input type="checkbox"/> 223	<input type="checkbox"/> 224
For official use only 此欄毋須填寫		<input type="checkbox"/> 225	<input type="checkbox"/> 226	<input type="checkbox"/> 227	<input type="checkbox"/> 228

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 職級 ⁽¹⁾			
		Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executorial 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<u>Industry Specific Skills (Journalism Sector)</u> 業內專業技能（新聞業）					
501	Reporting and editing skills 編採技巧	<input type="checkbox"/> 229	<input type="checkbox"/> 230	<input type="checkbox"/> 231	<input type="checkbox"/> 232
502	Print/TV/media production skills 印刷／電視／媒體製作技巧	<input type="checkbox"/> 233	<input type="checkbox"/> 234	<input type="checkbox"/> 235	<input type="checkbox"/> 236
503	Media law and ethics 傳媒法規與操守	<input type="checkbox"/> 237	<input type="checkbox"/> 238	<input type="checkbox"/> 239	<input type="checkbox"/> 240
504	Intellectual property and copyright law 知識產權及版權法	<input type="checkbox"/> 241	<input type="checkbox"/> 242	<input type="checkbox"/> 243	<input type="checkbox"/> 244
505	Strategic news planning 新聞規劃	<input type="checkbox"/> 245	<input type="checkbox"/> 246	<input type="checkbox"/> 247	<input type="checkbox"/> 248
506	Integration of the Internet with journalism 互聯網與新聞的結合	<input type="checkbox"/> 249	<input type="checkbox"/> 250	<input type="checkbox"/> 251	<input type="checkbox"/> 252
507	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	<input type="checkbox"/> 253	<input type="checkbox"/> 254	<input type="checkbox"/> 255	<input type="checkbox"/> 256
508	Audience research 受眾調查	<input type="checkbox"/> 257	<input type="checkbox"/> 258	<input type="checkbox"/> 259	<input type="checkbox"/> 260
509	Multi-tasking skills 一身多職的能力	<input type="checkbox"/> 261	<input type="checkbox"/> 262	<input type="checkbox"/> 263	<input type="checkbox"/> 264
510	Global vision/cultural-setting skill 國際視野／文化交流技巧	<input type="checkbox"/> 265	<input type="checkbox"/> 266	<input type="checkbox"/> 267	<input type="checkbox"/> 268
511	News curation 新聞策展	<input type="checkbox"/> 269	<input type="checkbox"/> 270	<input type="checkbox"/> 271	<input type="checkbox"/> 272
512	Data analysis 數據分析	<input type="checkbox"/> 273	<input type="checkbox"/> 274	<input type="checkbox"/> 275	<input type="checkbox"/> 276
513	Trends and changes of the financial market 金融市場之趨勢及變化	<input type="checkbox"/> 277	<input type="checkbox"/> 278	<input type="checkbox"/> 279	<input type="checkbox"/> 280
514	Social media applications 社交媒體的應用	<input type="checkbox"/> 281	<input type="checkbox"/> 282	<input type="checkbox"/> 283	<input type="checkbox"/> 284
515	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 285	<input type="checkbox"/> 286	<input type="checkbox"/> 287	<input type="checkbox"/> 288
For official use only 此欄毋須填寫		<input type="checkbox"/> 289	<input type="checkbox"/> 290	<input type="checkbox"/> 291	<input type="checkbox"/> 292

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 職級 ⁽¹⁾			
		Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executorial 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
Innovative Media Technology					
Digital / New Media Sector					
創新媒體科技（數碼／新媒體業）					
601	Hardware and Software (Interction design) 硬件和軟件（互動設計）	<input type="checkbox"/> 293	<input type="checkbox"/> 294	<input type="checkbox"/> 295	<input type="checkbox"/> 296
602	New media technology for public engagement and promotion (E.g. Cross-disciplinary design application on public engagement, APP & Game development, Alternate Reality Game etc.) 新媒體技術的公眾參與和推廣（如公眾參與科技的设计應用，APP和遊戲開發，真實體驗交流遊戲等）	<input type="checkbox"/> 297	<input type="checkbox"/> 298	<input type="checkbox"/> 299	<input type="checkbox"/> 300
603	Application of new media technologies on various media projects (e.g. active wifi, programming, sensors, 360 video shooting and transparent interface etc) 新媒體技術應用（如主動無線網絡，編寫程式，傳感器，360視頻拍攝，透明聯接界面等應用）	<input type="checkbox"/> 301	<input type="checkbox"/> 302	<input type="checkbox"/> 303	<input type="checkbox"/> 304
604	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 305	<input type="checkbox"/> 306	<input type="checkbox"/> 307	<input type="checkbox"/> 308

<u>For official use only</u> 此欄毋須填寫	<input type="checkbox"/> 309	<input type="checkbox"/> 310	<input type="checkbox"/> 311	<input type="checkbox"/> 312
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Industry Specific Skills					
Digital / New Media Sector					
業內專業技能（數碼／新媒體業）					
701	(Content) Research skills 資料內容蒐集技巧	<input type="checkbox"/> 313	<input type="checkbox"/> 314	<input type="checkbox"/> 315	<input type="checkbox"/> 316
702	Creativity and cultural insights 對創意，文化和科技發展的瞭解	<input type="checkbox"/> 317	<input type="checkbox"/> 318	<input type="checkbox"/> 319	<input type="checkbox"/> 320
703	Technology development insights 對科技發展的瞭解	<input type="checkbox"/> 321	<input type="checkbox"/> 322	<input type="checkbox"/> 323	<input type="checkbox"/> 324
704	Specific Technical skills (e.g. editing, photoshop, programming etc) 專門技術（如編輯，軟件，編寫程式等）	<input type="checkbox"/> 325	<input type="checkbox"/> 326	<input type="checkbox"/> 327	<input type="checkbox"/> 328
705	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 329	<input type="checkbox"/> 330	<input type="checkbox"/> 331	<input type="checkbox"/> 332

<u>For official use only</u> 此欄毋須填寫	<input type="checkbox"/> 333	<input type="checkbox"/> 334	<input type="checkbox"/> 335	<input type="checkbox"/> 336
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Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 職級 ⁽¹⁾			
		Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Execuational 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）					
801	Website design and supporting skills 網站設計及支援技巧	<input type="checkbox"/> 337	<input type="checkbox"/> 338	<input type="checkbox"/> 339	<input type="checkbox"/> 340
802	Market research applications 市場調查的應用	<input type="checkbox"/> 341	<input type="checkbox"/> 342	<input type="checkbox"/> 343	<input type="checkbox"/> 344
803	Consumer database management 客戶資料庫管理	<input type="checkbox"/> 345	<input type="checkbox"/> 346	<input type="checkbox"/> 347	<input type="checkbox"/> 348
804	Innovative media research and applications 創新媒體的研究及應用	<input type="checkbox"/> 349	<input type="checkbox"/> 350	<input type="checkbox"/> 351	<input type="checkbox"/> 352
805	Multimedia knowledge and applications 多媒體的知識及應用	<input type="checkbox"/> 353	<input type="checkbox"/> 354	<input type="checkbox"/> 355	<input type="checkbox"/> 356
806	Social media marketing 社交媒體營銷	<input type="checkbox"/> 357	<input type="checkbox"/> 358	<input type="checkbox"/> 359	<input type="checkbox"/> 360
807	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 361	<input type="checkbox"/> 362	<input type="checkbox"/> 363	<input type="checkbox"/> 364

For official use only 此欄毋須填寫	<input type="checkbox"/> 365	<input type="checkbox"/> 366	<input type="checkbox"/> 367	<input type="checkbox"/> 368
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Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）					
901	Account strategic planning 客戶策略規劃	<input type="checkbox"/> 369	<input type="checkbox"/> 370	<input type="checkbox"/> 371	<input type="checkbox"/> 372
902	Sales/marketing strategic planning 銷售／市場推廣策略規劃	<input type="checkbox"/> 373	<input type="checkbox"/> 374	<input type="checkbox"/> 375	<input type="checkbox"/> 376
903	Media planning and market research 傳媒規劃及市場研究	<input type="checkbox"/> 377	<input type="checkbox"/> 378	<input type="checkbox"/> 379	<input type="checkbox"/> 380
904	Creativity and cultural insights 對創意及文化的瞭解	<input type="checkbox"/> 381	<input type="checkbox"/> 382	<input type="checkbox"/> 383	<input type="checkbox"/> 384
905	PR consultation/presentation skills 公關的諮詢／表達技巧	<input type="checkbox"/> 385	<input type="checkbox"/> 386	<input type="checkbox"/> 387	<input type="checkbox"/> 388
906	Project management 項目管理	<input type="checkbox"/> 389	<input type="checkbox"/> 390	<input type="checkbox"/> 391	<input type="checkbox"/> 392
907	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 393	<input type="checkbox"/> 394	<input type="checkbox"/> 395	<input type="checkbox"/> 396

For official use only 此欄毋須填寫	<input type="checkbox"/> 397	<input type="checkbox"/> 398	<input type="checkbox"/> 399	<input type="checkbox"/> 400
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Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 職級 ⁽¹⁾			
		Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executorial 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
Innovative Media Technology					
Media Production Sector					
創新媒體科技（媒體製作業）					
1001	Innovative media technology products (e.g. Interactive TV, OTT, etc.) 創新媒體科技產品（如互動電視、OTT服務等）	<input type="checkbox"/> 401	<input type="checkbox"/> 402	<input type="checkbox"/> 403	<input type="checkbox"/> 404
1002	Application of new technologies in production (e.g. Aerial Videography, 4K / 8K Production Stereoscopy Production, HD/SLR Workflow, Panoramic Videography, etc.) 新科技在製作流程上的應用（如航空拍攝、4K / 8K 製作、3D製作、單反錄像工作流程、全景錄像拍攝等）	<input type="checkbox"/> 405	<input type="checkbox"/> 406	<input type="checkbox"/> 407	<input type="checkbox"/> 408
1003	Computer literacy skills (e.g. Cloud System, Digital Post-Production etc.) 電腦應用技巧（如雲端系統、數碼後期處理等）	<input type="checkbox"/> 409	<input type="checkbox"/> 410	<input type="checkbox"/> 411	<input type="checkbox"/> 412
1004	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 413	<input type="checkbox"/> 414	<input type="checkbox"/> 415	<input type="checkbox"/> 416
For official use only 此欄毋須填寫		<input type="checkbox"/> 417	<input type="checkbox"/> 418	<input type="checkbox"/> 419	<input type="checkbox"/> 420

Industry Specific Skills					
Media Production Sector					
業內專業技能（媒體製作業）					
1101	TV/media production skills 電視／媒體技巧	<input type="checkbox"/> 421	<input type="checkbox"/> 422	<input type="checkbox"/> 423	<input type="checkbox"/> 424
1102	Media law and ethics 傳媒法規與操守	<input type="checkbox"/> 425	<input type="checkbox"/> 426	<input type="checkbox"/> 427	<input type="checkbox"/> 428
1103	Intellectual property and copyright law 知識產權及版權法	<input type="checkbox"/> 429	<input type="checkbox"/> 430	<input type="checkbox"/> 431	<input type="checkbox"/> 432
1104	Critical thinking skills and cross-media knowledge 批判性思考技巧及跨媒體知識	<input type="checkbox"/> 433	<input type="checkbox"/> 434	<input type="checkbox"/> 435	<input type="checkbox"/> 436
1105	Research skills 調查技巧	<input type="checkbox"/> 437	<input type="checkbox"/> 438	<input type="checkbox"/> 439	<input type="checkbox"/> 440
1106	Multi-tasking skills 一身多職的能力	<input type="checkbox"/> 441	<input type="checkbox"/> 442	<input type="checkbox"/> 443	<input type="checkbox"/> 444
1107	Visual design and aesthetics 視覺設計及美學	<input type="checkbox"/> 445	<input type="checkbox"/> 446	<input type="checkbox"/> 447	<input type="checkbox"/> 448
1108	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 449	<input type="checkbox"/> 450	<input type="checkbox"/> 451	<input type="checkbox"/> 452
For official use only 此欄毋須填寫		<input type="checkbox"/> 453	<input type="checkbox"/> 454	<input type="checkbox"/> 455	<input type="checkbox"/> 456

Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector, digital / new media sector, advertising and public relations sector and media production sector are shown at Appendix C.

註：(1) 新聞業、數碼／新媒體業、廣告與公共關係業及媒體製作業各職級的職稱及工作說明可參看附錄 C。

Manpower Training and Development Plan

人力培訓及發展計劃

(7) How many training places will you plan to provide/sponsor to your existing MC employees in respect of the following skills and knowledge in the next 12 months?

在未來十二個月內，貴公司將會計劃提供／資助多少名額予現職大眾傳播業僱員修讀下列各技能及知識的培訓課程？

Number of Training Places

培訓名額

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial</u> 經理級	<u>Supervisory</u> 主任級	<u>Editorial/ Production/ Executive</u> 編採／製作／ 執行人員級	<u>Supporting/ Technical</u> 輔助／技術 人員級
(a) Management Skills 管理技能	<input type="text"/> 457	<input type="text"/> 461	<input type="text"/> 465	<input type="text"/> 469
(b) China-related Knowledge 有關中國的知識	<input type="text"/> 473	<input type="text"/> 477	<input type="text"/> 481	<input type="text"/> 485
(c) Language Skills 語文技能	<input type="text"/> 489	<input type="text"/> 493	<input type="text"/> 497	<input type="text"/> 501
(d) Innovative Media Technology (Journalism Sector) 創新媒體科技（新聞業）	<input type="text"/> 505	<input type="text"/> 509	<input type="text"/> 513	<input type="text"/> 517
(e) Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）	<input type="text"/> 521	<input type="text"/> 525	<input type="text"/> 529	<input type="text"/> 533
(f) Innovative Media Technology (Digital / New Media Sector) 創新媒體科技（數碼／新媒體業）	<input type="text"/> 537	<input type="text"/> 541	<input type="text"/> 545	<input type="text"/> 549
(g) Industry Specific Skills (Digital / New Media Sector) 業內專業技能（數碼／新媒體業）	<input type="text"/> 553	<input type="text"/> 557	<input type="text"/> 561	<input type="text"/> 565
(h) Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）	<input type="text"/> 569	<input type="text"/> 573	<input type="text"/> 577	<input type="text"/> 581
(i) Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）	<input type="text"/> 585	<input type="text"/> 589	<input type="text"/> 593	<input type="text"/> 597
(j) Innovative Media Technology (Media Production Sector) 創新媒體科技（媒體製作業）	<input type="text"/> 601	<input type="text"/> 605	<input type="text"/> 609	<input type="text"/> 613
(k) Industry Specific Skills (Media Production Sector) 業內專業技能（媒體製作業）	<input type="text"/> 617	<input type="text"/> 621	<input type="text"/> 625	<input type="text"/> 629
(l) Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 633	<input type="text"/> 637	<input type="text"/> 641	<input type="text"/> 645

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End of questionnaire. Thank you for your co-operation.

問卷完，多謝合作。

The 2016 Manpower Survey of the
Mass Communication Industry

Explanatory Notes

1. Front Page of the Questionnaire

On the front page of the questionnaire, you are requested to fill in your company profile (including the principal line of business and the total number of persons engaged in the company).

The total number of persons engaged in the company covers the following categories:

- (i) Full-time staff directly paid by the company who are either at work or temporarily absent from work, viz sick leave, maternity leave, annual vacation, casual leave or on strike;
- (ii) Unpaid family workers;
- (iii) Working/active proprietors; and
- (iv) Temporary workers (including freelancers) who have worked one hour or more at date of survey.

2. Questionnaire (Part I)

Before completing the questionnaire, please read carefully the job titles and job descriptions in Appendix C.

Please complete columns (A) to (H) of the questionnaire and insert a zero (0) in any column which is not applicable.

Column (A) – Job Title/Code

- (i) Please enter into column (A) those job titles, together with their appropriate code numbers specified in Appendix C, applicable to your company in order of their job levels (i.e. managerial level first, followed by supervisory level).
- (ii) Please note that some of the job titles may not be the same as those used in your company, but if the jobs have similar or related functions, please treat them as the same and supply the required information in the questionnaire.

- (iii) Please classify an employee according to his/her major duty irrespective of any additional secondary duties he/she may be required to perform.
- (iv) Please add in column (A) titles of any principal mass communication jobs not mentioned in Appendix C, and briefly describe them in respect of the appropriate job levels.

Column (B) – Average Monthly Income of Employees (Excl. Freelancers)

Please select the appropriate code number showing the range of the average monthly income in the past 12 months for the existing employee(s) (excluding freelancers). The average monthly income should include basic salary, overtime pay, cost of living allowance, meal allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average figure.

<u>Average Monthly Income</u>	<u>Code Number to be Entered into Column (B)</u>
\$8,000 or below	1
\$8,001 - \$12,000	2
\$12,001 - \$20,000	3
\$20,001 - \$30,000	4
\$30,001 - \$50,000	5
\$50,001 - \$80,000	6
\$80,001 or above	7

Column (C) – Number of Employees as at 7.1.2016 (Excl. Freelancers)

Please fill in the total number of mass communication employees as at 7.1.2016 (excluding freelancers) against each principal job. The permanent employees include all those under the company’s payroll, irrespective of whether the employees are deployed to work in offices outside Hong Kong (including the mainland of China).

Column (D) – Number of Freelancers as at 7.1.2016

Please fill in the total number of freelancers as at 7.1.2016 against each principal job of the mass communication industry. A freelancer is a person who pursues a profession without a long-term commitment to any one employer in the journalism sector, digital /new media sector, advertising and public relations sector and media production sector. Freelancers may be engaged on a daily, an hourly or a project basis.

Column (E) – Number of Vacancies as at 7.1.2016

Please fill in the number of vacancies you may have as at 7.1.2016 against each principal job of the mass communication industry. “Vacancies” refer to those unfilled, immediately available job openings for which the company is actively trying to recruit personnel as at 7.1.2016.

Column (F) – Forecast Number of Employees
as at January 2017 (Incl. Freelancers)

“The forecast number of employees” means the number of mass communication employees (including freelancers) you will be employing as at January 2017. The number given could be less than that in columns (C) + (D) + (E) if a contraction is expected.

Column (G) – Preferred Education of Employees

Please indicate the preferred education which your company requires a mass communication employee in a particular position to have by referring to the coding descriptions as shown below.

<u>Preferred Education</u>	<u>Coverage</u>	<u>Code</u>
Postgraduate	Higher degrees (e.g. master degrees) or equivalent	1
First degree	First degree or equivalent	2
Sub-degree	Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent	3
Senior Secondary	Secondary 4-6, Diploma, Hong Kong Diploma of Secondary Education (HKDSE), Diploma of Vocational Education/Foundation Diploma/ Yi Ji Diploma or equivalent	4
Junior Secondary	Secondary 1-3 or equivalent	5

Column (H) - Preferred Years of Relevant Experience

Please indicate the preferred years of relevant experience which your company requires a mass communication employee in a particular position to have by referring to the coding descriptions as shown below.

<u>Preferred Years of Relevant Experience</u>	<u>Code</u>
15 years or over	1
10 years to less than 15 years	2
7 years to less than 10 years	3
5 years to less than 7 years	4
2 years to less than 5 years	5
Less than 2 years	6
No experience required	7

3. Questionnaire (Part II)

(a) Question (1) – Number of MC Employees Leaving/Recruited/Promoted in the Industry

- (i) Please fill in the number of mass communication employees leaving/recruited/promoted in the past 12 months by job level based upon the job titles as prescribed at Appendix C.
- (ii) “Experienced Employees” should be regarded as employees with mass communication experience.
- (iii) If an employee has more than one promotion during the year in a company, only the last and one promotion should be counted.

(b) Question (2) – Local MC Employees Deployed/Recruited to Work Major for the Website or New Media

Please complete this question if your company deploys/recruits local MC employees to work major for the website or new media as at 7.1.2016.

(c) Question (3) – Needs for Skills/Knowledge to Perform Social Media Functions

Please specify the degree in demand in needs for skills/knowledge of your mass communication employees to perform social media functions.

(d) Question (4) – Retention of Existing MC Employees

Please choose the effective methods (by ticking up to three options) for retaining your MC employees.

(e) Question (5) – Accomplishments of the Young MC Employees

Please specify the degree of importance in respect of the accomplishment training of your young mass communication employees so that they can have greater contributions to the company.

(f) Question (6) – Employees’ Skills/Knowledge Need to be Enhanced

Please indicate the types of skills/knowledge which your mass communication employees need to be enhanced in response to the various changes.

(g) Question (7) – Manpower Training and Development Plan

Please fill in the number of training places for each job level against each type of skills and knowledge that your company will plan to provide/sponsor to your existing mass communication employees in the next 12 months.

Note: The information received will be treated in strict confidence and will be published only in the form of statistical summaries without reference to any individual company.

Newspapers, Magazines and News Agencies
報紙、雜誌及新聞通訊社

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
101	Editor-in-Chief; The Editor 總編輯	<p>Decides editorial policy and attitude of the publication/organisation on various issues. Ensures that articles conform to the policy of the publication/organisation. Allocates priority to different news items. Undertakes the general administration of the Editorial Department. For magazine, duties also include overall content management, layout co-ordination, commissioning features from correspondents, allocating stories to writers, liaising with printers, keeping deadline and editorial budgets.</p> <p>決定編輯方針及刊物／機構對各項問題的立場；確保所發表的文章符合刊物／機構的宗旨；決定不同新聞項目的優先次序；負責編輯部的一般行政工作。雜誌社總編輯的職務亦包括整體內容策劃、各版協調、約寫特稿、分派寫稿工作、與印刷商聯絡、定出截稿限期和預算。</p>
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	<p>Manages the day-to-day output and running of the Editorial Department. Assists the Editor/Executive Editor with content development, leadership in editing various layouts, budget controls and staff matters. Examines materials for conformity with established policy and standards and revises it as necessary.</p> <p>負責編輯部的日常工作與管理；協助總編輯／執行總編輯落實內容、領導不同版面的編輯工作、控制預算及處理人事問題；審核發表資料，確保符合一貫方針及標準，必要時加以修改。</p>
103	News Director 新聞總監	<p>Manages the day-to-day operation and running of the news room. Assists the management with budget controls and staff matters. Examines material for conformity with established policy and standards and revises it as necessary.</p> <p>負責新聞部的日常工作與管理；協助管理層控制預算及處理人事問題；審查發表資料，確保符合一貫方針及標準，必要時加以修改。</p>

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
181	Publisher; Managing Director; President 社長；董事經理；總裁	Undertakes the overall management of all business including human resource management, cost control and strategic directions. 負責所有業務的管理，包括人事管理、成本控制及方針策略等。
182	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長；副董事經理；副總裁；營運總監	Assumes overall responsibility for the management of the advertising sales, marketing/promotional functions, and/or circulation sales functions; or assists the President to undertake the management and marketing functions. 負責廣告銷售，市場推廣，和／或拓展銷量的管理工作；或協助總裁執行管理及營銷工作。
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／ 客戶總監	Assumes overall responsibility for the management of the advertising sales and marketing functions, or manages a significant client portfolio. 負責管理廣告銷售及市場推廣；或管理一批大客戶。
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	Assumes overall responsibility for the management of the distribution liaison, circulation sales and promotion functions. 負責發行聯絡，提高銷量與推廣活動的管理工作。
185	Marketing / Marketing Services / Program Director 市場／市場服務／ 項目總監	Assumes overall responsibility for the management of the marketing programs, advertising/promotional plans, researches and PR functions as to support advertising or circulation sales. 負責管理市場工作、廣告／推廣計劃、調查與公關活動，以支援廣告與銷量。
186	Business Development Director 業務發展總監	Assumes overall responsibility for the management of the new business development, or manages marketing and advertising sales projects. 負責管理新業務發展，或管理市場與廣告銷售計劃。
187	Research Director 市場調查總監	Assumes overall responsibility for the management of the market researches, readership survey and data analyses for sales presentation and planning. 負責管理市場調查、讀者調查及數據分析，以制定推銷簡報和計劃。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
188	Public Relations Director 公共關係總監	Assumes overall responsibility for the management of the PR programs. Acts as spokesperson of the organisation, and co-ordinates with other media organisations. 負責管理公關計劃；擔任機構發言人，及協調其他媒體。
189	Art Director 美術總監	Provides artistic direction and guidelines for all related business in the organization. Leads the art and design team and work with other production team when required. Controls quality of all deliverables. 提供美術指導予業務計劃，領導美術及設計團隊，在需要時與其他製作團隊合作，並控制作品質素。
SUPERVISORY LEVEL 主任級		
201	Managing Editor 編輯主任	Undertakes the leadership of various sections of a newspaper, magazine or website (such as news, finance, sports, entertainment, cable, etc.) and the responsibility for the layouts (including the selection, checking, revising and arranging of the material for publication). 負責領導報紙、雜誌或網站個別版面的編輯工作，例如新聞、財經、體育、娛樂、電訊等，對版面編排「把關」，包括選擇、覆核、修改及整理發表的稿件、圖片等。
202	News / Assignment Editor 總採訪／採訪主任	Directs the gathering of local news. Assigns reporters to cover various news events. Makes forward planning and keeps assignment diary. Personally covers major events. Liaises with other department heads, managing editor and the editorial/production desk. 指導下屬採訪本地新聞；分派記者採訪各類新聞；策劃工作，編寫採訪日誌。親自採訪重要新聞；與其他部門主管、總編輯／副總編輯及編輯部／製作部聯絡。
203	International News Editor 國際新聞主任	Selects non-local news items which need to be rewritten or translated if necessary. Assigns work to translators or world news researchers/writers. Checks and revises world news stories. Liaises with heads of other departments. 選擇需要重寫或翻譯的非本地新聞項目；分派工作予翻譯員或世界新聞資料蒐集員／撰稿員；審核及修改世界新聞稿件；與有關部門主管聯絡。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
204	China / National News Editor 中國新聞主任	Selects China/national news items which need to be rewritten if necessary. Assigns work to China/national news researchers/writers. Checks and revises China/national news stories. Liaises with heads of other departments. 選擇需要重寫的中國／全國新聞項目；分派工作予中國／全國新聞資料蒐集員／撰稿員；審核及修改中國／全國新聞稿件；與有關部門主管聯絡。
205	Assignment Editor (Photography) 攝影主任	Assigns work to news photographers. 負責分派新聞攝影工作。
206	Editorial / Leader Writer 主筆	Writes, in consultation with the editor, comments on topics of current interests to keep the public informed and to stimulate or mould public opinion in accordance with policies of the publication. 與編輯商議，依照刊物／機構的方針，撰寫時事評論，以引起或影響輿論。
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	Undertakes advertising sales in one commodity, or manages a group of client portfolio. 負責單一種類的廣告銷售；管理一批客戶。
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	Undertakes circulation sales / distribution liaison in one country, newsstands sales or subscription sales, or both. 負責單一地區的銷量銷售／發行聯絡，報攤銷量或／和訂閱推廣。
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	Undertakes marketing activities and advertising/promotional plans, and manages events, data analyses to support advertising or circulation sales. 負責市場活動與廣告／推廣計劃，及管理項目、分析數據，以支援廣告或銷量銷售。
284	Research Manager 市場調查經理	Undertakes market researches & readership survey, and manages data analyses for sales presentation. 負責市場調查與讀者調查，為銷售簡介做數據分析。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	Undertakes advertising booking, material traffic and invoicing. Assists and supports Advertising Sales team for after sales services. 負責廣告排期，稿件交收與開發票；協助與支援廣告銷售部的售後服務。
286	Public Relations Manager 公共關係經理	Undertakes PR programs, press releases and co-ordinates with other media organisations. 負責公關計劃、新聞稿與協調其他媒體。
287	Sales Training / Support Manager 銷售訓練／支援經理	Undertakes sales training and sales material, and develops training and incentives programs for sales team. 負責銷售隊伍的訓練與銷售資料；為推銷員制定訓練與激勵計劃。
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯； 版面編輯	Writes and edits news stories for publication. Undertakes the layout and design of each page. Edits reporters' scripts. 編寫新聞稿件；負責每頁的排版及設計；審核記者稿件。
302	Sub-editor; Copy Editor 文稿編輯	Writes headings, and marks types. Selects, checks, revises and arranges material for publication; and/or involves in the layout and design of each page. 撰寫標題，選擇字體；選擇、覆核、修改及整理發表的稿件、圖片等；及／或需負責每頁的排版及設計。
303	Senior Reporter; Reporter 資深（高級）記者； 記者	Collects, validates and analyses facts about news-worthy events by interview, investigation, or observation, and writes in conformity with prescribed editorial style and format. 以訪問、調查或觀察等方法蒐集、證實及分析具有新聞價值的資料，並依照既定的編輯風格及體裁撰寫文章。
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者； 攝影記者	Takes pictures/video of people, places or events. Writes captions. 拍攝有關人、地、事件的照片／短片，並撰寫圖片／影片說明。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (CONT'D) 編採／製作／執行人員級（續）		
305	Senior Translator; Translator 資深（高級）翻譯員； 翻譯員	Translates selected news items. 翻譯經選擇的新聞項目。
306	Online Editor 網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of Web Page. 撰寫標題，選擇字體；選擇、覆核、修改及整理在網上發表的稿件、圖片等；及／或需負責網頁的排版及設計。
307	Senior Designer 資深（高級）美術設計員	Assigns work to designers. 負責分派美術繪圖及設計工作。
308	Graphic Artist 正稿製作員	Produces artwork according to design. Compiles artwork from layout. 按照設計製作美術稿；將版樣整理為美術稿。
309	Senior Producer; Producer 高級監製；監製	Plans and develops live or taped productions, and determines how the show will look and sound. Selects the script, news reader, set, props, lighting, and other production elements. Also co-ordinates the activities of on-air personalities, production staff, and other personnel. 策劃及開發直播或錄影製作，以確保如何有一個可觀性及完美的節目；選擇稿件、新聞報告員、位置、道具、燈光及其他製作元素；並且協調廣播、製作及其他人員的活動。
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理／主任； 客戶主任	Assists Advertising Sales Manager/Director for advertising sales mostly from smaller revenue clients, or provides after sales services, advertising material traffic and clerical support functions. 協助廣告銷售總監推銷，主要負責小客戶，提供售後服務，廣告稿交收與文書支援工作。
382	Marketing Assistant / Executive 市場助理／主任	Assists Marketing Manager/Director for marketing activities/events, data collection and clerical support functions. 協助市場總監推行市場活動／項目、數據收集與文書支援工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (CONT'D) 編採／製作／執行人員級（續）		
383	Research Assistant / Executive 市場調查助理／主任	Assists Research Manager/Director for market researches, readership survey, data collection and clerical support functions. 協助市場調查總監進行市場調查、讀者調查、數據收集與文書支援工作。
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	Assists Traffic Manager/Advertising Administration Manager for advertising booking, material traffic, invoicing, and clerical supports functions. 協助聯絡／廣告行政經理處理廣告排期、稿件交收、開發票與文書支援工作。
385	Public Relations Assistant / Executive 公共關係助理／主任	Assists PR Manager/Director for PR programs, and co-ordinates with other media organisations and clerical supports functions. 協助公關經理／總監處理公關工作，協調其他媒體與文書支援工作。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
401	Designer 美術設計員	Prepares/designs artworks for publication. 預備／設計美術繪圖以便付印。
402	Typesetter 植字員	Typesets scripts for publication. 依稿件植字，以備印製。
403	Layout Artist 排版員	Plans the placing of stories and displays in consultation with the editor. Prepares layouts and illustrations for publication, and ensures that the requirements of the layouts are carried out smoothly. 與編輯商議，擬定稿件及圖片的編排位置；整理版面編排及插圖以便付印；確保各項工作能依照排版要求順利進行。
404	Proof-Reader 校對員	Proof-reads assembled articles and corrects errors. 校對排版文章，並改正錯誤。
405	Darkroom Person 黑房工作人員	Processes exposed films to make negative and positive films and prints. 處理曝光軟片，製作底片及正片，沖晒照片。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPPORTING / TECHNICAL LEVEL (CONT'D) 輔助／技術人員級（續）		
406	Librarian 資料室人員	Organises, develops and maintains systematic collection of clippings, photographs, books, periodicals and other recorded material and makes them available to library users. 編排、添增及管理蒐集所得的報紙或雜誌剪輯、照片、書籍、期刊及其他記錄資料，供使用者隨時借閱。
407	Researcher 資料蒐集員	Conducts research according to editor's or reporter's requirements or project requirements. 依照編輯或記者的要求／項目要求，進行資料蒐集。
408	Web Page Designer 網頁製作員	Produces and updates the Web Page in consultation with the Webmaster or Online Editor; Creates the look, content, layout and features of a website. Helps with maintenance and additions to the website. 與網主或網絡編輯商議，製作和更新網頁；創建一個網站的外觀、內容、佈局和功能；協助網站維護和補充內容。
409	Webmaster 網主	Acts as the co-ordinator between various function units and external parties to ensure smooth operation on Internet/Intranet website. Creates and updates Web Page, and maintains the overall structure and design of the website. 擔任機構各部門與外界之間的協調，確保互聯網／內聯網網站運作暢順；負責網頁的製作及更新，維持網址的整體結構及設計。
410	Digital Designer 數碼媒體設計員	Provides digital design, production and updating for web, mobile and social media. 為數碼媒體(包括網頁、手機及社交網絡)提供設計、製作及更新。
481	Promoter 推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitor. 負責在展覽會、超級市場或百貨公司推廣產品及分發廣告傳單；協助介紹參展廠商。

News & Information / Advertising Sales / PR Department in Radio and Television Stations

電台及電視台的新聞及資訊／廣告銷售／公關部

Code No. 編號	Job Title 職稱	Description 工作說明
MANAGERIAL LEVEL 經理級		
111	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁； 執行董事	Helps management in formulating station's editorial policies and oversees the implementation of the policies. Decides on programmes and programme formats. Negotiates the purchase and sale of news and public affairs programmes. Undertakes the overall administration and output of station's news room. Liaises with other sections. Drafts and controls budgets. Deals with personnel matters including employing and dismissing staff. 協助管方制定編輯方針，及負責執行該等方針；決定節目內容及節目形式；洽談購買或出售新聞及公共事務節目；負責新聞部的整體行政及製作；聯絡其他部門；草擬及控制預算；處理人事問題包括聘請及解僱員工。
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監； 助理總監；新聞經理	Manages the day-to-day output and running of the news room. Helps the Vice President/Executive Director with budget controls and staff matters. Examines materials for conformity with established policy and standards, and revises it as necessary. 負責新聞部的日常製作與管理；協助副總裁／執行董事控制預算及處理人事問題；審核播出資料，確保符合一貫方針及標準，必要時加以修改。
181	Publisher; Managing Director; President 社長；董事經理；總裁	Undertakes the overall management of all business including human resource management, cost control and strategic directions. 負責所有業務的管理，包括人事管理、成本控制及方針策略等。
182	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長；副董事經理；副總裁；營運總監	Assumes overall responsibility for the management of the advertising sales, marketing/promotional functions, and/or circulation sales functions; or assists the President to undertake the management and marketing functions. 負責廣告銷售，市場推廣，和／或拓展銷量的管理工作；或協助總裁執行管理及營銷工作。
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／ 客戶總監	Assumes overall responsibility for the management of the advertising sales and marketing functions, or manages a significant client portfolio. 負責管理廣告銷售及市場推廣；或管理一批大客戶。

Code No. 編號	Job Title 職稱	Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	Assumes overall responsibility for the management of the distribution liaison, circulation sales and promotion functions. 負責發行聯絡，提高銷量與推廣活動的管理工作。
185	Marketing / Marketing Services / Program Director 市場／市場服務／ 項目總監	Assumes overall responsibility for the management of the marketing programs, advertising/promotional plans, researches and PR functions as to support advertising or circulation sales. 負責管理市場工作、廣告／推廣計劃、調查與公關活動，以支援廣告與銷量。
186	Business Development Director 業務發展總監	Assumes overall responsibility for the management of the new business development, or manages marketing and advertising sales projects. 負責管理新業務發展，或管理市場與廣告銷售計劃。
187	Research Director 市場調查總監	Assumes overall responsibility for the management of the market researches, readership survey and data analyses for sales presentation and planning. 負責管理市場調查、讀者調查及數據分析，以制定推銷簡報和計劃。
188	Public Relations Director 公共關係總監	Assumes overall responsibility for the management of the PR programs. Acts as spokesperson of the organisation, and co-ordinates with other media organisations. 負責管理公關計劃；擔任機構發言人，及協調其他媒體。
189	Art Director 美術總監	Provides artistic direction and guidelines for all related business in the organization. Leads the art and design team and work with other production team when required. Controls quality of all deliverables. 提供美術指導予業務計劃，領導美術及設計團隊，在需要時與其他製作團隊合作，並控制作品質素。

Code No. 編號	Job Title 職稱	Description 工作說明
SUPERVISORY LEVEL 主任級		
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	Directs the gathering of local news. Assigns reporters to cover various news events. Makes forward planning and keeps assignment diary. Plans, organises and co-ordinates production of news, finance, sports and public affairs programmes. Personally covers major events. Liaises with other department heads and the editorial/production desk. 指導下屬採訪本地新聞；分派記者採訪各類新聞；策劃工作，編寫採訪日誌；策劃、編排及統籌新聞、財經、體育及公共事務節目的製作。親自採訪重要新聞；與其他部門主管及編輯部／製作部聯絡。
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	Assists the Executive News Editor in daily operation. 協助總採訪／策劃主任工作。
213	Managing Editor 編輯主任	Compiles and edits news magazines and bulletins for broadcasts. Writes or edits copy for broadcasting by condensing or elaborating material received from news sources or submitted by reporters. Checks copy for factual, spelling, punctuation or grammatical mistakes. Also checks contents of news audio or video tapes and prepares make-up/running order of newscasts/bulletins. Inserts background. 編排新聞專輯（報導）之內容及次序；將新聞資料或採訪資料濃縮或發揮，整理成廣播稿；審核稿件的真確性、用字、標點符號或文法；覆核新聞錄影或錄音帶的內容及定出新聞簡報的編排方式／播放次序；加插背景資料。
214	Deputy / Assistant Managing Editor 副編輯主任	Assists the Managing Editor's work. Assists in compiling and editing news magazines and bulleting. Corrects sub-editors' copies and edits reporters' scripts. 協助編輯主任工作；協助編排新聞專輯(報導)之內容及次序；處理及修改稿件，審核記者來稿。
215	Executive Producer 執行監製；製作主任	Undertakes the overall production design and development (including its scale, cost and contents). Directs the producers to create the news programmes. 負責整個製作的設計及開發(包括其規模、成本及內容)；指導監製製作新聞節目。

Code No. 編號	Job Title 職稱	Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	Undertakes advertising sales in one country, or manages a group of client portfolio. 負責單一地區的廣告銷售；管理一批客戶。
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	Undertakes circulation sales/distribution liaison in one country, newsstands sales or subscription sales, or both. 負責單一地區的銷量銷售／發行聯絡，報攤銷量或／和訂閱推廣。
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	Undertakes marketing activities and advertising/promotional plans, and manages events, data analyses to support advertising or circulation sales. 負責市場活動、廣告及推廣計劃，並需管理活動項目、分析數據，以支援廣告或銷量銷售。
284	Research Manager 市場調查經理	Undertakes market researches & readership survey, and manages data analyses for sales presentation. 負責市場調查與讀者調查，為銷售簡介做數據分析。
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	Undertakes advertising booking, material traffic and invoicing. Assists and supports Advertising Sales team for after sales services. 負責廣告排期，稿件交收與開發票；協助與支援廣告銷售部的售後服務。
286	Public Relations Manager 公共關係經理	Undertakes PR programs, press releases and co-ordinates with other media organisations. 負責公關計劃，新聞稿與協調其他媒體。
287	Sales Training / Support Manager 銷售訓練／支援經理	Undertakes sales training and sales material, and develops training and incentives programs for sales team. 負責銷售隊伍的訓練與銷售資料；為推銷員制定訓練與激勵計劃。
EXECUTIONAL LEVEL 執行人員級		
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	Writes and edits news stories (local and international) for broadcast. Compiles news bulletins. Edits reporters' scripts. 編寫新聞廣播稿件（本地及國際新聞）；編排新聞報導內容及播出次序；審核記者稿件。

Code No. 編號	Job Title 職稱	Description 工作說明
EXECUTIONAL LEVEL(CONT'D) 執行人員級 (續)		
312	News Anchor; Announcer 新聞主播；報告員	Presents news, conducts interviews and acts as compere of information & current affairs or relevant news programmes. 報告新聞、進行訪問，以及主持資訊及公共事務或新聞相關節目。
313	News Translator 新聞翻譯員	Translates selected news items. 翻譯經選擇的新聞項目。
314	Senior Reporter/ Researcher; Reporter; Researcher 高級記者／資料搜集； 記者；資料搜集	Research and reports information of interests to the public. Analyses news releases. Interviews people. Attends public functions, visits scenes of accidents and obtains information from all relevant sources. Submits information in written or audio form. Conducts live or taped reports, or interviews. 搜集資料及採訪報導大眾關注的消息；分析新聞稿；進行個人訪問；參加公眾聚會，採訪意外現場及從各有關方面獲取資料；進行筆錄或錄音；進行現場或錄音報導或訪問。
315	Cameraman 電視攝影師	Uses motion picture, television, or different kinds of video instruments to film a wide range of subjects, including commercial motion pictures, documentaries, music videos and news events. 使用電影、電視或各類錄像器材攝製廣泛的主題，包括商業電影、紀錄影片、音樂錄像及新聞事件。
316	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	Plans and develops live or taped productions, and determines how the show will look and sound. Selects the script, news anchor, set, props, lighting, and other production elements. Also co-ordinates the activities of on-air personalities, production staff, and other personnel. 策劃及開發直播或錄影製作，以確保如何有一個可觀性及完美的節目；選擇稿件、新聞報告員、位置、道具、燈光及其他製作元素；並且協調廣播、製作及其他人員的活動。
317	Online Editor 網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of information, current affairs and news related Web Page. 負責撰寫標題及選擇字體；並為網上發表的稿件及圖片，進行選取、覆核、修改及整理的工作；及／或需負責資訊及公共事務或新聞相關網頁的排版及設計。

Code No. 編號	Job Title 職稱	Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
318	Content Writer; Script Writer 撰稿員	Develops concepts and writes contents or scripts for information, current affairs and news related programmes; revises scripts under the direction of producers and directors. 構思項目或節目意念，撰寫資訊及公共事務或新聞相關節目內容或稿件，按編導及總監的指示修訂稿件。
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理／主任；客戶主任	Assists Advertising Sales Manager/Director for advertising sales mostly from smaller revenue clients, or provides after sales services, advertising material traffic and clerical support functions. 協助廣告銷售總監推銷，主要負責小客戶，提供售後服務，廣告稿交收與文書支援工作。
382	Marketing Assistant / Executive 市場助理／主任	Assists Marketing Manager for marketing activities/events, data collection and clerical support functions. 協助市場經理推行市場活動或項目，以及蒐集數據及文書支援工作。
383	Research Assistant / Executive 市場調查助理／主任	Assists Research Manager/Director for market researches, readership survey, data collection and clerical support functions. 協助市場調查經理／總監進行市場調查、讀者調查、數據收集與文書支援工作。
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	Assists Traffic/Advertising Administration Manager for advertising booking, material traffic, invoicing and clerical supports functions. 協助聯絡／廣告行政經理處理廣告排期、稿件交收、開發票與文書支援工作。
385	Public Relations Assistant / Executive 公共關係助理／主任	Assists PR Manager/Director for PR programs, and co-ordinates with other media organisations and clerical supports functions. 協助公關經理／總監處理公關工作，協調其他媒體與文書支援工作。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
412	Web Page Designer 網頁製作員	Produces and updates information, current affairs and news related Web Page in consultation with the Webmaster or Online Editor; Creates the look, content, layout and features of the website. Helps with maintenance and additions to the website. 與網主或網絡編輯商議，製作和更新資訊及公共事務或新聞相關網頁；創建網站的外觀、內容、佈局和功能；協助網站維護和補充內容。

Code No. 編號	Job Title 職稱	Description 工作說明
SUPPORTING / TECHNICAL LEVEL (CONT'D) 輔助／技術人員級（續）		
413	Webmaster 網主	Acts as the co-ordinator between various function units and external parties to ensure smooth operation on Internet/Intranet website. Creates and updates information, current affairs or news related Web Page, and maintains the overall structure and design of the website. 擔任機構各部門與外界之間的協調，確保互聯網或內聯網網站運作暢順；負責資訊及公共事務或新聞相關網頁的製作及更新，維持網站的整體結構及設計。
414	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演；製作助理；錄影廠製作經理；影片剪接；字幕操作員	Assists the producer in all aspects in the production of information, current affairs or news related programme, including news reporting and post-production. 在各方面協助編導製作資訊及公共事務或新聞節目，包括新聞採訪後期製作。
415	Duty Director 值日導播員	Monitor the on-air programme broadcasts and carry out panel operation in the Presentation Booths to ensure the smoothness of on-air presentation 負責監察節目播放日常運作及節目播出質素，更新節目播出列表。
416	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師；3D 動畫師；2D 動畫師	Responsible for motion graphic / visual effects / animation design work for information, current affairs or news related programme production. 負責設計資訊及公共事務或新聞節目及其他活動中的動態圖像／視覺特效／動畫。
417	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員	Responsible for audio recording, dubbing and mixing for information, current affairs or news related programme. 負責資訊及公共事務或新聞節目之錄音、配音及混音。
418	Set Designer 佈景設計師	Design sets for information, current affairs or news related programme. 負責設計資訊及公共事務或新聞節目所需的佈景。
419	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝	Prepare news' anchor / announcer / presenter with hair-do, make up and styling. 替新聞主播／報導員／主持人預備合適的髮型、化妝及服裝。

Code No. 編號	Job Title 職稱	Description 工作說明
SUPPORTING / TECHNICAL LEVEL (CONT'D) 輔助／技術人員級（續）		
481	Promoter 推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitor. 負責於展覽會、超級市場或百貨公司中推廣產品及派發廣告傳單，並協助介紹參展廠商。

Digital / New Media
數碼／新媒體

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
101	Editor-in-Chief; The Editor 總編輯	Decides editorial policy and attitude of the website/organisation on various issues. Ensures that articles conform to the policy of the website/organisation. Allocates priority to different news items. Undertakes the general administration of the Editorial Department. Duties also include overall content management, layout co-ordination, commissioning features from correspondents, allocating stories to writers, keeping deadline and editorial budgets. 決定編輯方針及網站／機構對各項問題的立場；確保所發表的文章符合網站／機構的宗旨；決定不同新聞項目的優先次序；負責編輯部的一般行政工作。總編輯的職務亦包括整體內容策劃、各版協調、約寫特稿、分派寫稿工作、定出截稿限期和預算。
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	Manages the day-to-day output and running of the Editorial Department. Assists the Editor/Executive Editor with content development, leadership in editing various layouts, budget controls and staff matters. Examines materials for conformity with established policy and standards and revises it as necessary. 負責編輯部的日常工作與管理；協助總編輯／執行總編輯落實內容、領導不同版面的編輯工作、控制預算及處理人事問題；審核發表資料，確保符合一貫方針及標準，必要時加以修改。
103	News Director 新聞總監	Manages the day-to-day operation and running of the news room. Assists the management with budget controls and staff matters. Examines material for conformity with established policy and standards and revises it as necessary. 負責新聞部的日常工作與管理；協助管理層控制預算及處理人事問題；審查發表資料，確保符合一貫方針及標準，必要時加以修改。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
192	Research and Development Director 研發總監	Leads and oversees the prospect and research function, supervise the research staff and work closely with development officers as a partner in helping them to achieve business goals. 主理研發專題以配合公司發展前景及策略，監察研發團隊的工作，並需要與業務發展團隊緊密合作以達到公司業務發展目標。
193	Chief Technology Officer; Chief Technical Director 首席技術主任； 首席技術總監	Oversees the current technology and create relevant policy, possesses the business knowledge to alian technology-related decisions with the organization's goals. 主理現時技術及科技支援，及制定相對策略/政策，並必須具有相對的業務知識以配合與技術及科技有關的公司發展。
194	Chief (Digital) Content Officer; Director of Digital Media 首席（數碼）內容總監； 數碼媒體總監	Oversees the full range of digital strategies and drive change across the organization; provides content leads based on the development of current digital technologies, and manage the initiatives. 管理及監察多元的數碼策略，以改善及輔助公司發展方向，領導配合數媒平台的內容，緊貼數碼媒體發展以制定配合的內容發展策略。
195	Executive Producer 製作總監	Oversees the work of production team, manages production timeline and schedule with the support of the team. Also as a keyman in holding the resources between creative team, technical team and business team. 全面監控製作過程及管理製作團隊，監察項目製作進度、內容以及預算，並平衡不同團隊之間的合作，尤其是創意、技術及業務三方面。
196	Creative Director 創意總監	Provides visions and guidelines to the creative team (includes copywriters, graphic and digital designers, photographers and videographers etc.) for creative content and campaign production. Also to oversee the team in developing creative projects and work on quality control of all the outputs and deliverables. 領導創意團隊，提供多元創作視野及引導，以製作出具創意及挑戰的設計及內容。管理創作團隊，以及控制及檢察作品品質。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
197	Account Director 客戶總監	Leads the account servicing team in project coordination and management, oversees various accounts for the organizations with matching up services. 主力領導客戶服務團隊以管理公司客戶戶頭，提供項目統籌及管理工作，以及安排相對部門以滿足客戶需求。
181	Managing Director; President 董事總經理；總裁	Undertakes the overall management of all business including human resource management, cost control and strategic directions. 負責所有業務的管理，包括人事管理、成本控制及方針策略等。
182	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長；副董事 經理；副總裁；營運總監	Assumes overall responsibility for the management of the advertising sales, marketing/promotional functions, and/or circulation sales functions; or assists the President to undertake the management and marketing functions. 負責廣告銷售，市場推廣，和／或拓展銷量的管理工作；或協助總裁執行管理及營銷工作。
183	Advertising / Advertising Sales / Marketing and Sales Director 廣告／廣告銷售／ 銷售及發行總監	Assumes overall responsibility for the management of the advertising sales and marketing functions, or manages a significant client portfolio. 負責管理廣告銷售及市場推廣；或管理一批大客戶。
185	Marketing / Marketing Services / Program Director 市場／市場服務／ 項目總監	Assumes overall responsibility for the management of the marketing programs, advertising/promotional plans, researches and PR functions as to support advertising or circulation sales. 負責管理市場工作、廣告／推廣計劃、調查與公關活動，以支援廣告與銷量。
186	Business Development Director 業務發展總監	Assumes overall responsibility for the management of the new business development, or manages marketing and advertising sales projects. 負責管理新業務發展，或管理市場與廣告銷售計劃。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
187	Research Director 市場調查總監	Assumes overall responsibility for the management of the market researches, readership survey and data analyses for sales presentation and planning. 負責管理市場調查、讀者調查及數據分析，以制定推銷簡報和計劃。
188	Public Relations Director 公共關係總監	Assumes overall responsibility for the management of the PR programs. Acts as spokesperson of the organisation, and co-ordinates with other media organisations. 負責管理公關計劃；擔任機構發言人，及協調其他媒體。
189	Art Director 美術總監	Provides artistic direction and guidelines for all related business in the organization. Leads the art and design team and work with other production team when required. Controls quality of all deliverables. 提供美術指導予業務計劃，領導美術及設計團隊，在需要時與其他製作團隊合作，並控制作品質素。
SUPERVISORY LEVEL 主任級		
201	Managing Editor 編輯主任	Undertakes the leadership of various sections of a newspaper, magazine or website (such as news, finance, sports, entertainment, cable, etc.) and the responsibility for the layouts (including the selection, checking, revising and arranging of the material for publication). 負責領導報紙、雜誌或網站個別版面的編輯工作，例如新聞、財經、體育、娛樂、電訊等，對版面編排「把關」，包括選擇、覆核、修改及整理發表的稿件、圖片等。
202	News / Assignment Editor 總採訪／採訪主任	Directs the gathering of local news. Assigns reporters to cover various news events. Makes forward planning and keeps assignment diary. Personally covers major events. Liaises with other department heads, managing editor and the editorial/production desk. 指導下屬採訪本地新聞；分派記者採訪各類新聞；策劃工作，編寫採訪日誌。親自採訪重要新聞；與其他部門主管、總編輯／副總編輯及編輯部／製作部聯絡。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
203	International News Editor 國際新聞主任	Selects non-local news items which need to be rewritten or translated if necessary. Assigns work to translators or world news researchers/writers. Checks and revises world news stories. Liaises with heads of other departments. 選擇需要重寫或翻譯的非本地新聞項目；分派工作予翻譯員或世界新聞資料蒐集員／撰稿員；審核及修改世界新聞稿件；與有關部門主管聯絡。
204	China / National News Editor 中國新聞主任	Selects China/national news items which need to be rewritten if necessary. Assigns work to China/national news researchers/writers. Checks and revises China/national news stories. Liaises with heads of other departments. 選擇需要重寫的中國／全國新聞項目；分派工作予中國／全國新聞資料蒐集員／撰稿員；審核及修改中國／全國新聞稿件；與有關部門主管聯絡。
205	Assignment Editor (Photography) 攝影主任	Assigns work to news photographers. 負責分派新聞攝影工作。
206	Editorial / Leader Writer 主筆	Writes, in consultation with the editor, comments on topics of current interests to keep the public informed and to stimulate or mould public opinion in accordance with policies of the website/organisation. 與編輯商議，依照網站／機構的方針，撰寫時事評論，以引起或影響輿論。
290	Technical Manager 技術經理	Provides professional insights in balancing the management and technical process with the aim of process success. In support of project planning and execution or product development in technical aspects. 在管理項目及產品製作過程下提供專業技術協助。
291	Research and Development Manager 研發經理	Oversees ways for development of implementation of assigned projects and current products. Monitors new product development from beginning to the end, and prepare financial records, test findings and provide management with progress report. 管理項目及產品的發展及執行方法及進度，監控新產品的發，以至預備發展及數據報告至管理層。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
292	Producer 監製	Manages and oversees specific projects assigned from director, from conception to completion. To articulate various resources from different teams to ensure the production is right on the working timeline and budget with agreed standard. 專責項目管理，由概念至完成，需與多個不同團隊合作，連結不同資源以在制定的時間表及預算製作相對水準的作品。
293	Digital Content Officer 數碼內容主任	Coordinates and plans for the digital media creation and multi-channel publication of the requested content, which based on the leads provided from the senior management. 統籌及策劃數碼內容創作，管理製作流程及細節。
294	Production Manager 製作經理	Oversees production process of products, ensure the working timetime and production quality are matched based on the guidelines from senior management, sales team and also art & design team. 主責監控製作過程，配合高級管理層、銷售及創作團隊所提供的指引，在預定的期表與預算下完成達標品質的產品。
281	Account Manager 客戶經理	Undertakes advertising sales in one commodity, or manages a group of client portfolio. 負責單一種類的廣告銷售；管理一批客戶。
282	Sales Manager 銷售經理	Undertakes circulation sales/ distribution liaison in one country and/ or subscription sales. 負責單一地區銷量銷售／發行聯絡，及／或訂閱推廣。
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	Undertakes marketing activities and advertising/promotional plans, and manages events, data analyses to support advertising or circulation sales. 負責市場活動與廣告／推廣計劃，及管理項目、分析數據，以支援廣告或銷售。
284	Research Manager 市場調查經理	Undertakes market researches & readership survey, and manages data analyses for sales presentation. 負責市場調查與讀者調查，為銷售簡介做數據分析。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	Undertakes advertising booking, material traffic and invoicing. Assists and supports Advertising Sales team for after sales services. 負責廣告排期，稿件交收與開發票；協助與支援廣告銷售部的售後服務。
286	Public Relations Manager 公共關係經理	Undertakes PR programs, press releases and co-ordinates with other media organisations. 負責公關計劃、新聞稿與協調其他媒體。
287	Sales Training / Support Manager 銷售訓練／支援經理	Undertakes sales training and sales material, and develops training and incentives programs for sales team. 負責銷售隊伍的訓練與銷售資料；為推銷員制定訓練與激勵計劃。
288	Business Development Manager 業務發展經理	Based on the provided guidelines and vision, gives supervision to the team and manage each headcounts rides on the business goals. Identifies sales leads and pitch goods and services to potential clients with the support of the team, and to maintain good relationship and updates to the existing client sectors. 根據公司指引及目標，監察及協助團隊執行拓展業務工作，關注市場及把產品及服務拓展至新客戶群，以及與固有客反保持良好關係。
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯； 版面編輯	Writes and edits news stories for publication. Undertakes the layout and design of each page. Edits reporters' scripts. 編寫新聞稿件；負責每頁的排版及設計；審核記者稿件。
302	Sub-editor; Copy Editor 文稿編輯	Writes headings, and marks types. Selects, checks, revises and arranges material for publication; and/or involves in the layout and design of each page. 撰寫標題，選擇字體；選擇、覆核、修改及整理發表的稿件、圖片等；及／或需負責每頁的排版及設計。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (CONT'D) 編採／製作／執行人員級（續）		
303	Senior Reporter; Reporter 資深（高級）記者； 記者	Collects, validates and analyses facts about news-worthy events by interview, investigation, or observation, and writes in conformity with prescribed editorial style and format. 以訪問、調查或觀察等方法蒐集、證實及分析具有新聞價值的資料，並依照既定的編輯風格及體裁撰寫文章。
304	Senior Press Photographer; Press Photographer; Photographer 資深（高級）攝影記者； 攝影記者；攝影師	Takes pictures/video of people, places or events. Writes captions. 拍攝有關人、地、事件的照片／短片，並撰寫圖片／影片說明。
305	Senior Translator; Translator 資深（高級）翻譯員； 翻譯員	Translates selected news items. 翻譯經選擇的新聞項目。
306	Online Editor 網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of Web Page. 撰寫標題，選擇字體；選擇、覆核、修改及整理在網上發表的稿件、圖片等；及／或需負責網頁的排版及設計。
307	Senior Designer 資深（高級）美術設計員	Assigns work to designers. 負責分派美術繪圖及設計工作。
308	Graphic Artist 正稿製作員	Produces artwork according to design. Compiles artwork from layout. 按照設計製作美術稿；將版樣整理為美術稿。
323	Copywriter 撰稿員	Develops concepts and writes project contents (copy). 構思概念及項目內容。
390	Web Designer 網頁程式設計員	Produces and updates the Web Page in consultation with the Producer; Creates the look, content, layout and features of a website. Helps with maintenance and additions to the website. 與監製商議，製作和更新網頁；創建一個網站的外觀、內容、佈局和功能；協助網站維護和補充內容。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (CONT'D) 編採／製作／執行人員級（續）		
391	Motion Graphic Designer 動畫影像設計員	Prepares design plan, concept and layout for motion graphic project. 預備設計流程及概念執行，以至製作範本及執行動畫影像項目。
392	Game Designer 遊戲設計員	Creates games for different formats or media. Develops, designs and initial concept designs for games including game play. 由初型、構思以至設計程式細節，製作在不同介面及媒體平台上的遊戲。
393	User Experience Designer; User Interface Designer 客戶體驗設計員；介面設計員	Participates in software development life cycle. Analyses, studies and understands the application, the user objectives, and the desirable user experience. Presents early-stage designs for testing, and offer implementation suggestions from a user-centred perspective; Writes computer codes that result in a data entry interface that is easy to use and minimizes errors on the end-user side. 參與軟件發展，透過理解程式的細節以及用者的背景及行為進行設計。由早期設計範本與執行測試，以至結合其他技術支援；進行編程及介面設計，透過進行不同的測試以發展最低風險的用者介面。
394	Social Media Executive 社交媒體專員	Generates, edits, publishes and shares content on social media (original text, images, video or HTML) that build meaningful connections with community. 製作、編輯、刊登及分享社交媒體上的內容。
395	Video Editor 影片剪接師	Performs video editing & post-production for video. 為影片進行剪接及後期製作。
396	Multimedia Designer; Digital Designer 多媒體設計員；數碼媒體設計員	Provides digital design, production and updating for web, mobile, social media and digital video. 提供數碼設計、製作以及網頁、手機、社交媒體及數位錄像的更新。
397	Blogger 博客	Create blog post and articles targeting online audience to build brand reputation. 提供網路文章編寫以拓展網路觀眾群及提昇品牌形象。
398	Project Executive 項目執行主任	Execute the project with assigned workflow. 根據指示執行項目流程。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (CONT'D) 編採／製作／執行人員級（續）		
399	Webmaster; Web specialist 網主；網頁專員	Acts as the co-ordinator between various function units and external parties to ensure smooth operation on Internet/Intranet website. Creates and updates Web Page, and maintains the overall structure and design of the website. 擔任機構各部門與外界之間的協調，確保互聯網／內聯網網站運作暢順；負責網頁的製作及更新，維持網址的整體結構及設計。
381	Sales Assistant; Account Executive 銷售助理；客戶主任	Assists Advertising Sales Manager/Director for advertising sales mostly from smaller revenue clients, or provides after sales services, advertising material traffic and clerical support functions. 協助廣告銷售總監推銷，主要負責小客戶，提供售後服務，廣告稿交收與文書支援工作。
382	Marketing Assistant / Executive 市場助理／主任	Assists Marketing Manager/Director for marketing activities/events, data collection and clerical support functions. 協助市場總監推行市場活動／項目、數據收集與文書支援工作。
383	Research Assistant / Executive 市場調查助理／主任	Assists Research Manager/Director for market researches, readership survey, data collection and clerical support functions. 協助市場調查總監進行市場調查、讀者調查、數據收集與文書支援工作。
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	Assists Traffic Manager/Advertising Administration Manager for advertising booking, material traffic, invoicing, and clerical supports functions. 協助聯絡／廣告行政經理處理廣告排期、稿件交收、開發票與文書支援工作。
385	Public Relations Assistant / Executive 公共關係助理／主任	Assists PR Manager/Director for PR programs, and co-ordinates with other media organisations and clerical supports functions. 協助公關經理／總監處理公關工作，協調其他媒體與文書支援工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPPORTING/ TECHNICAL LEVEL 輔助／技術人員級		
401	Designer 美術設計員	Prepares/designs artworks. 預備／設計美術繪圖。
407	Researcher 資料蒐集員	Conducts research according to editor's or reporter's requirements or project requirements. 依照編輯或記者的要求／項目要求，進行資料蒐集。
491	Social Media Assistant 社交媒體助理	Assists in generating, editing, publishing and sharing daily content on social media. 協助每日產生、編輯、出版和分享内容到社交媒體上。
492	Data Analyst 數據分析員	Interprets data, analyzes results using statistical techniques and provides ongoing reports. Develops and implements data collection systems and other strategies that optimize statistical efficiency and data quality. 進行數據收集流程，使用不同軟件及策略去分析數據，並提供數據報告。
481	Promoter 推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitor. 負責在展覽會、超級市場或百貨公司推廣產品及分發廣告傳單；協助介紹參展廠商。

Public Relations Services Suppliers
公共關係服務供應商

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
131	Managing Director; General Manager 董事總經理；總經理	Focuses on the management and development of the PR services supplier. Formulates strategies and implements plans and policies. 負責公關服務供應商的管理及發展工作；構思策略、推行計劃及政策。
132	Director of Client Services; Account Director 客戶服務總監	Mobilises account servicing team to prospect for new clients. Maintains liaison with key accounts and organises PR activities for them. Manages staff of own team, which may include Account Manager, Account Executive and Account Co-ordinator. 動員客戶服務隊伍為公司尋求新客戶；聯繫重要客戶並為他們安排公關活動；管理客戶服務隊伍，包括客戶經理，主任及總務。
SUPERVISORY LEVEL 主任級		
231	Account Manager; Senior PR Consultant; PR Consultant 客戶服務經理； 高級公關顧問； 公關顧問	Assists Account Director to plan, design and implement PR activities. Develops and maintains good relationship with mass media. Maintains close liaison with clients and communicates their feedback to in-house departments. Writes and issues press releases for clients. Handles media enquiries on behalf of clients. Provides crisis support. Helps clients to establish corporate image. 協助客戶服務總監策劃、設計及推行公關活動；與傳媒建立及維持良好關係；與客戶保持密切聯繫，聽取並傳達客戶意見予內部各部門；草擬及發放新聞稿；代客戶應付及處理傳媒查詢；支援危機處理；為客戶建立企業形象。
232	Chief Editor; Editor 總編輯；編輯	Prepares, screens and approves all press releases, speeches, texts of promotional materials and documents. Ensures that all published materials meet the corporate identity guidelines. 撰寫及審閱所有新聞稿、講詞、宣傳品上的文字及文件；確保所有出版物均符合企業識別指引。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
233	Art Director 美術總監	Develops graphics and visual concepts. Involves in art direction of corporate video production, press advertorials and other art productions. Ensures the quality of all productions in graphic executions. 構思平面設計和構圖概念，督導企業宣傳片、印刷媒體供稿及其他美術製作；確保所有作品的美術設計水平。
EXECUTIONAL LEVEL 執行人員級		
331	Account Executive; PR Specialist; PR Officer; Press Officer 客戶服務主任； 公共關係主任； 新聞主任	Co-ordinates with clients and in-house departments to implement PR projects. Provides account servicing and news monitoring. Prepares press releases. 聯絡客戶及內部部門籌備公關活動；與客戶保持聯繫，及替客戶監察及備存有關新聞消息；準備新聞稿。
332	Digital Media/Marketing Strategist 數碼媒體／市務策略師	Undertakes the responsibility of collecting consumer data on digital platforms and developing integrated digital strategies to ensure effective execution, flow and end-result for creative campaigns. 負責收集數碼平台用戶數據及制定整合數碼營銷策略，確保創作企劃得到有效益的執行、流程及成果。
333	Account Co-ordinator 客戶聯絡助理	Performs clerical and administrative duties. Monitors the news for the team. 執行文書及行政工作；為有關客戶服務組別備存新聞消息。
334	Translator 翻譯員	Translates press releases, speeches and documents. 翻譯新聞稿、講詞及文件。
335	Visualiser 美術製稿員	Visualises and prepares storyboard for corporate video productions. Produces layouts for press advertorials and all publicity productions. 繪畫及製作影像故事板、印刷媒體供稿及其他宣傳品製作的版樣或草圖。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
336	Graphic Artist 正稿製作員	Produces artwork according to design. Compiles artwork from layout. 按照設計製作美術稿；將版樣整理為美術稿。
337	Copywriter 撰稿員	Writes statements, features, advertorials/public relations contents (copy). 草擬聲明、特稿、宣傳稿／公共關係內容 (稿件)。
338	Research Assistant 市場調查助理	Assists in planning and conducting researches. Collects information and data. 協助策劃及進行調查工作；蒐集資料及數據。
339	Social Strategist 社交策略師	Works closely with digital team to develop social media strategies for clients. Involves in measuring and analysing social data, developing content strategies and keeping abreast of social media trends. 與數碼營銷團隊緊密合作，為客戶制定社交媒體策略，包括計算及分析社交數據，制定社交內容策略及了解社交媒體趨勢。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
431	Promoter 推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitor. 負責在展覽會、超級市場或百貨公司推廣產品及分發廣告傳單；協助介紹參展廠商。

Advertising Companies, Agencies and Other Advertising Services

廣告業機構

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
161	Managing Director; General Manager 董事總經理；總經理	Undertakes the overall management and development of the advertising agency. Shapes the vision and direction for the agency. 負責廣告公司整體的管理及業務發展，並為公司設定長遠目標及發展方向。
162	Director of Client Services / Account Servicing 客戶服務總監	Responsible for the overall management of the account service function at the agency, including client satisfaction, resources deployment, account profitability, hiring and development of account service personnel. 負責管理整個客戶服務部在公司有效運作，包括滿足客戶期望、資源調配、客戶帶來的收支、挑選及培育屬員。
163	Group Account Director; Account Director 客戶總監	Leads an account team and oversees the overall account management, client/agency relationship and profitability of the assigned account portfolio. A brand steward in partnership with the client to formulate the brand/marketing strategies, and develop the communication solutions in answer to client's business objectives. 負責領導客戶服務團隊，監督所有客戶管理屬員的工作，包括公司與客戶的關係、客戶帶來的收支。更需要協助客戶管理品牌，與客戶合力規劃品牌及市場策略，以及因應客戶的業務目標，制定相關的傳播策略。
164	Director of Strategic Planning 品牌策劃總監	Identifies business opportunities for client by uncovering consumer insights. Conducts market and attitude research. Formulates brand/communication strategies and inspires creative development. 透過洞察消費行為，為業務發展機會確定方向。並進行市場及客戶意向調查，制定品牌及傳播策略，以及啟發創作意念。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
165	Executive Creative Director 執行創作總監	Undertakes the overall responsibility (including standards setting) for the management of the creative department. Hires, supervises and develops the creative personnel. 負責管理整個創作部門，監控及制定創意水平，並負責挑選、監督及培育創作部屬員。
166	Creative Group Head; Creative Director 創作總監	Formulates creative strategies in answer to client's business issues/opportunities. Supervises the art directors and/or copy writers in the advertising creative process. 因應客戶的業務問題或發展機會，制定創意策略。並於整個廣告創作流程中，督導美術總監及/或撰稿員的創作工作。
168	Head of TV Production 電視廣告製作主任	Directs, plans, and organises production of TV, video and radio commercials. Helps ensure meeting production budget and timing. Supervises staff members in TV production department. 負責為電視廣告、影片和電台廣告，指導、策劃和籌組製作，亦協助確保符合廣告製作的預算及時間，並督導電視廣告製作部的屬員。
169	Media Planning Director 媒介策劃總監	Manages client's investments in media. Prepares strategic plans and media recommendations. Involves in new business pitches and presentations. 管理客戶的傳媒廣告費用，並制定策略性計劃及選用媒體建議，亦參與新業務的比稿及提案。
170	Media Buying Director 媒介採購總監	Undertakes the overall management of the media buying function and supervises all media buyers. Negotiates terms with various media. 負責全盤管理媒介的採購狀況，並監督所有媒介採購員，更需要與不同媒體洽商條件細節。
171	Media Group Head; Group Director; Associate Director 媒介組主任； 客戶總監；副總監	Primarily responsible for total media planning and services on the accounts assigned. Supervises media planners, and approves the selection of media, space and schedule proposed by media planners. 為客戶宏觀地規劃整體的媒介策略及服務，並督導及批核媒介策劃員工所建議的媒介、版面及日程編排。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL 主任級		
261	Associate Account Director; Account Manager 副客戶總監； 客戶經理	The primary client contact who is responsible for maintaining the harmony between the agency and client; as well as planning and orchestrating all resources and processes necessary to support the communications projects. 客戶的主要聯絡人，負責保持廣告公司與客戶之間融洽合作；並負責策劃和協調所有資源和工作流程，以支援不同傳播方案。
262	Art Director 美術總監	Develops concepts, layouts and graphics. Involves in art direction of TV commercials, press advertisements and other art productions. Maintains the quality in graphic executions. 負責構思意念、平面設計和美術圖像，包括電視廣告、平面廣告及其他美術製作，以保持產品的美術設計水平。
263	Studio Manager 正稿製作經理	Supervises the studio production team in preparing printer-ready files (artwork) of advertising and promotional materials. 監督正稿製作團隊，為廣告及宣傳品製作及準備印刷檔案（正稿）。
264	Production Manager 製作經理	Supervises and manages all aspects in printing production to ensure highest levels of production efficiency and quality. Works closely with graphic artists, traffic personnel and printing production vendors. 監督及管理所有範疇的印刷工作，確保印刷工作保持高度效率及質素，並與正稿製作員、流程統籌和印刷公司保持緊密合作。
265	Traffic Manager 流程統籌經理	Acts as a liaison between account services and all other departments. Supervises, coordinates and ensures the on time and orderly flow of all advertising from job initiation to its release and billing. 擔任客戶服務部及其他部門之間的聯繫人。負責監督及統籌所有廣告工作，確保由工作開始、發放，以至收賬的流程，能夠按時完成，並有序地執行。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
266	TV Producer 廣告製片	Acts as a liaison between creative and production houses. Supervises, coordinates and ensures the on time, on budget and orderly flow of TV, video and radio commercials production. 擔任創作部門和製作公司之間的聯繫人。負責監督及統籌電視廣告、影片及電台廣告的製作，確保製成品能按時完成，並符合製作預算，同時有序地執行。
267	Media Planning Manager 媒介策劃經理	Assists the Media Planning Director to undertake the client's investments in media. Negotiates terms with various media, makes strategic planning and client presentation. Involves in new business pitches and documentation. 協助媒介策劃總監管理客戶的傳媒廣告費用，與各傳媒機構洽商播放或刊登廣告細節，制定策略性計劃，並向客戶提供新構思；亦會參與新業務的比稿，並草擬有關文件。
268	Media Buying Manager 媒介採購經理	Assists the Media Buying Director in the management of media buying function, supervision of media buyers and negotiation of terms with various media. 協助媒介採購總監管理各個媒介的採購狀況，同時監督媒介採購員的工作，以及與媒體洽商有關條件。
269	Research Manager; Research Planner 市場調查經理； 策略策劃員	Plans and conducts market researches. Compiles and presents research reports. Uncovers insights and implications for client to shape their business/marketing strategies. 策劃並進行市場調查，亦需編制及講解調查報告，以洞悉消費思維和提示，為客戶制定業務及市場策略。
270	Senior PR Consultant; PR Consultant 高級公關顧問； 公關顧問	Plans, designs and implements PR activities. Develops and maintains good relationship with mass media. Maintains close liaison with clients and communicates their feedback to in-house departments. Writes and issues press releases for clients. Monitors the news and handles media enquiries on behalf of clients. 負責策劃、設計及推行公關活動，與傳媒建立及維持良好關係。與客戶保持緊密聯繫，聽取及傳達客戶意見予內部各部門。亦需草擬及發放新聞稿，並密切監察新聞消息，代客戶應付和處理傳媒諮詢。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	Undertakes marketing activities and advertising/promotional plans, and manages events, data analyses to support advertising or circulation sales. 負責市場活動、廣告及推廣計劃，並需管理活動項目、分析數據，以支援廣告或銷量銷售。
272	Brand Design Director/ Head of Brand Design 品牌設計總監	Oversees the design of branding and advertising for a client, ensuring that the new branding and advertising fits in with the client's requirements 協助品牌經理，監控整體品牌設計規劃及項目質量。
EXECUTIONAL LEVEL 執行人員級		
361	Account Executive 客戶主任	Assists in the execution of the day-to-day projects by coordinating various agency departments, communicating with clients, managing timeline and budget, and keeping record of the account. 協助執行日常的工作企劃，工作包括協調公司內不同部門、與客戶緊密聯繫，以及管理企劃進度和預算，並為客戶的工作作紀錄。
362	Visualiser 草稿繪製員	Visualises and prepares storyboard for TV commercials. Produces layouts for press advertisements and all advertising production according to direction specified by art directors. 按照美術總監要求，繪畫及製作電視廣告故事板、平面廣告，以及其他廣告製作的版樣或草圖。
363	Graphic Artist 正稿製作員	Produces artwork according to design specified by art directors. Compiles artwork from layout. 依照美術總監的設計，將設計草稿製作成正稿。
364	Copywriter 撰稿員	Develops concepts and writes advertising contents (copy). 構思廣告意念及撰寫所有廣告中的文字內容（文案）。
365	Media Planner; Media Executive 媒介策劃員；媒介主任	Prepares media plans and schedule for a group of accounts. Assists in client presentation. 為客戶預備媒介計劃及推行的日程編排，並在會議之中協助向客戶講解。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
366	Media Buyer 媒介採購員	Negotiates with suppliers for press space or airtime according to the approved schedule and media plan. 根據核定的廣告推行日程及媒介計劃，與不同媒體供應商洽談版面面積或播放時間。
367	Traffic Co-ordinator 流程統籌	Responsible for the internal coordination, expediting, and scheduling of print advertising jobs. Keeps track of work in progress. Collects and distributes layouts and artwork. 負責協調廣告公司內部各個部門的運作，按照工作日程表，有效率地執行平面廣告工作，並需要跟進工作進度，收集及分發廣告設計草稿及正稿。
368	Production Assistant 製作助理	Orders materials and controls their quality standards. Assists Production Manager in liaison with suppliers. 訂購物料，並監控其品質，同時需要協助製作經理與供應商聯絡。
369	Research Assistant 市場調查助理	Assists in planning and conducting researches. Collects information and data. 協助策劃及進行市場調查研究，並協助蒐集資料及數據。
370	Photographer 廣告攝影師	Takes pictures of various subjects (such as buildings, models, merchandise and landscape) which are used in a variety of mediums, including books, reports, advertisements and catalogs, to advertise company/customer's products or services. 拍攝各類主題照片（如建築物、模特兒、商品及風景）以應用於不同廣告媒體，包括書籍、報告、廣告及商品目錄，以宣傳公司或客戶的消費品或服務。
371	Online Editor 網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of Web Page. 負責撰寫標題及選擇字體，並為網上發表的稿件及圖片，進行選取、覆核、修改及整理的工作，及／或需要負責網頁的排版及設計。
372	Marketing Assistant / Executive 市場助理／主任	Assists Marketing Manager for marketing activities/events, data collection and clerical support functions. 協助市場經理推行市場活動或項目，以及蒐集數據和文書支援工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
373	Strategic Planner 品牌策劃員	Assists the Director of Strategic Planning in developing brand/communication strategies and inspiring creative direction by conducting market research and uncovering consumer insights. 透過進行市場調查及洞察消費行為，協助品牌策劃總監制定品牌傳播策略及啟發創作意念。
374	Community Manager 社群經理	Acts as the brand advocate for clients' social media platforms to review online conversations, monitor user-generated content and maintains content calendars. Works closely with Social Strategist to develop social media strategies through integrating social data and insights. 為客戶擔任社交平台的推廣角色，評估網上對話、監察用戶生成內容及建立社交內容編制日程。與社交策略師緊密合作，透過整合及洞察社交用戶行為及數據，為客戶制定社交媒體策略。
375	Senior Brand Designer/ Brand Designer 資深品牌設計師／ 品牌設計師	Assists head of brand design for marketing activities. Responsible for both developing and producing creative brand designs / Provides designs in the process of package design 協助品牌設計總監開發和構思品牌推廣設計。／負責品牌形象設計、企業形象識別、平面設計工作。
376	Package Designer 包裝設計師	Provides ideas and designs in the process of package design for clients. 負責為客戶品牌包裝構思、設計、製作及修改工作。
377	Digital Strategist 數碼策略師	Undertakes the responsibility of collecting consumer data on digital platforms and developing integrated digital strategies for clients to ensure effective execution, flow and end-result for creative campaigns. 負責收集數碼平台用戶數據及制定整合客戶的數碼營銷策略，確保創作企劃得到有效益的執行、流程及成果。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
378	Social Strategist 社交策略師	Works closely with digital team to develop social media strategies for clients. Involves in measuring and analysing social data, developing content strategies and keeping abreast of social media trends. 與數碼營銷團隊緊密合作，為客戶制定社交媒體策略，包括計算及分析社交數據，制定社交內容策略及了解社交媒體趨勢。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
461	Designer 美術設計員	Provides designs in the process of advertising production. 負責廣告製作中的設計工作。
462	Digital Designer 數碼媒體設計員	Provides digital design, production and updating for web, mobile and social media. 負責為數碼媒體（包括網頁、手機及社交網絡）提供設計、製作及更新工作。
463	Webmaster 網主	Acts as the co-ordinator between various function units and external parties to ensure smooth operation on Internet/Intranet website. Creates and updates Web Page, and maintains the overall structure and design of the website. 擔任機構各部門與外界之間的協調，確保互聯網或內聯網網站運作暢順，並負責網頁的製作及更新，維持網址的整體結構及設計。
464	Technician 技術員	Assists staff members in all aspects in the production of programme including manning of the panel. 在各方面協助員工製作節目，包括操控錄音儀器。
465	Promoter 推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitioner. 負責於展覽會、超級市場或百貨公司中推廣產品及派發廣告傳單，並協助介紹參展商。

**Corporate Communications / Public Relations / Advertising / Marketing
Department in Companies / Institutions**

公司或機構內企業傳訊／公共關係／廣告／市場部

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
141	General Manager / Director / Head of Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及 公共事務總經理／總監／ 主管	Undertakes the management of a corporate communications, public relations, or public affairs department of a company/organisation. Formulates corporate communications, PR, or public affairs strategies and objectives and performs corporate communications, PR, or public affairs functions. Builds up and maintains good relations with the mass media. Edits and publishes in-house publications, approves and issues press releases. 管理公司／機構內部的企業傳訊、公共關係、或公共事務部；制定公司／機構的企業傳訊、公共關係、或公共事務策略與目標；設計並推行企業傳訊、公關、或公共事務活動；與傳媒機構建立及保持良好關係；編輯及出版內部刊物，審閱及發放新聞稿。
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／ 總監／主管	Undertakes the management of an advertising or marketing communications department of a company/ organisation. Formulates corporate advertising or marketing communications strategies and objectives. Performs marketing functions. 管理公司／機構內部的廣告或市場傳訊部；制定公司／機構的廣告或市場推廣策略與目標；設計並推行市場推廣活動。
143	General Manager / Director / Head of Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣 總經理／總監／主管	Assumes an overall responsibility for the management of the marketing, product development and/or brand management function which <u>includes advertising</u> ; Identifies business opportunities for client by uncovering consumer insights. Formulates brand/communication strategies and inspires creative development. 全盤負責包括廣告在內的市場、產品開發與／或品牌推廣活動；負責客戶品牌業務的整體管理和發展策略，以及啟發團隊的創作意念。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／ 公共事務經理	Assists General Manager/Director/Head to formulate PR strategies and objectives. Makes plans for all communications/PR activities of the company/ organisation and supervises their implementation. Maintains good relations and regular liaison with the mass media and handles press enquiries. Reviews and issues press releases prepared by executives, and monitors news. 協助總經理／總監／主管策劃公共關係策略及制定目標；計劃公司／機構的各項傳訊／公關活動及督導執行；與傳媒保持密切連繫及處理傳媒查詢；草擬及發布新聞稿，及監察新聞。
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	Assists General Manager/Director/Head to formulate advertising/marketing communications strategies and objectives. Makes plans for placing advertisements and monitoring their effectiveness. 協助總經理／總監／主管策劃廣告或市場推廣策略及制定目標。計劃公司的廣告媒介，監察廣告效果。
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	Undertakes the implementation of marketing and/or product development activities which <u>include advertising</u> ; Monitors market trends and oversees branding and communication activities to ensure the right message is delivered for product or service. 負責推行市場與／或產品推廣活動，其中 <u>包括廣告宣傳</u> ；監控市場的發展趨勢和分析，並監督品牌營銷活動，以確保正確的產品或服務信息傳遞。
147	Community Relations Manager 社區關係經理	Develops and maintains good relations with the community. 發展與維持社區關係。
148	Market Research Manager 市場調查經理	Leads a team of researchers to plan, conduct and analyse market researches. 領導市場調查員策劃與進行市場調查工作，分析調查結果。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
149	Publication Manager 出版經理	Plans and prepares publications. Assists in the preparation and distribution of reports and other publications. 編製刊物；協助製備及分發報告和其他刊物。
150	Internal Communications Manager 內部傳訊經理	Establishes and manages internal channels to ensure effective communications within a company/organisation. Arranges communication activities for news announcements to internal staff. 設立及管理公司／機構內部的溝通渠道；安排活動以發布消息予內部員工。
SUPERVISORY LEVEL 主任級		
241	Assistant Manager / Executive for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務助理經理／主任	Implements PR plans. Assists manager to liaise with the mass media. Handles enquiries, monitors news and prepares press releases. 執行公關計劃；協助經理聯絡傳媒；處理查詢，檢查新聞與準備新聞稿。
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	Implements advertising or marketing communications programmes and campaigns as directed by the Manager. 按照經理指示，推行廣告或市場推廣計劃與活動。
243	Assistant Manager / Executive for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣助理經理／主任	Implements marketing and/or product development activities as directed by the Manager. 按照經理指示，推行市場與／或產品推廣活動。
244	Assistant Manager for Publication 助理出版經理	Assists the manager in preparing and distributing reports and other publications. 協助經理編製與分發報告和其他刊物。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
245	Chief Editor; Editor 總編輯；編輯	Prepares, screens and approves all press releases, speeches and documents to ensure the delivery of consistent corporate messages. 撰寫及審閱所有新聞稿、講稿及文件以確保信息一致。
246	TV Producer 廣告製片	Negotiates and liaises with production houses to produce TV commercials. 製作廣告；與製作公司聯絡，並洽商製作事宜。
247	Brand Design Director; Head of Brand Design 品牌設計總監	Oversees the design of branding and advertising for a company/organisation, ensuring that the new branding and advertising fits in with the company/organisation's overall brand strategy. 協助品牌經理，監控整體品牌設計規劃及項目質量。
EXECUTIONAL LEVEL 執行人員級		
341	Officer / Assistant for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務主任／助理	Performs clerical and administrative duties for the department. Carries out supportive role in all PR activities. 處理部門文書工作；支援公關活動。
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	Performs clerical and administrative duties for the department. Carries out supportive role in all advertising activities. 處理部門文書工作；支援廣告活動。
343	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣主任／助理	Performs clerical and administrative duties for the department. Carries out supportive role in all marketing and product development activities. 處理部門文書工作；支援市場與產品推廣活動。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
344	Officer / Assistant for Community Relations 社區關係主任／助理	Assists in developing and maintaining relationship with the community. 協助發展與維持社區關係。
345	Officer / Assistant for Market Research 市場調查主任／助理	Assists in planning and conducting researches. Collects information and data. 協助策劃及進行調查工作；蒐集資料及數據。
346	Writer / Translator 撰稿／翻譯員	Prepares press release and scripts. Translates documents into different languages. 撰寫新聞稿與講稿；翻譯文件。
347	Officer / Assistant for Publication 出版主任／助理	Assists in planning and preparing publications. 協助策劃及製備刊物。
348	Graphic Designer 廣告設計員	Prepares graphic designs for publications and promotional activities. 草擬刊物與宣傳活動的設計圖樣。
349	Photographer 攝影師	Takes photos for PR activities and publications. Writes captions. 拍攝照片，供公關工作及刊物之用；撰寫圖片說明。
350	Online Editor 網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of Web Page. 負責撰寫標題及選擇字體；並為網上發表的稿件及圖片，進行選取、覆核、修改及整理的工作；及／或需負責網頁的排版及設計。
351	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師	Assists head of brand design for marketing activities. Responsible for both developing and producing creative brand designs./ Provides designs in the process of brand identity design. 協助品牌設計總監開發和構思品牌推廣設計。／負責品牌形象設計、企業形象識別、平面設計工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
352	Package Designer 包裝設計師	Provides ideas and designs in the process of package design for company/organization. 負責為公司／機構的品牌包裝構思、設計、製作及修改工作。
353	Digital Media / Marketing Strategist 數碼媒體／市務策略師	Undertakes the responsibility of collecting consumer data on digital platforms and developing integrated digital strategies for the company/organisation to ensure effective execution, flow and end-result for creative campaigns. 負責收集數碼平台用戶數據及制定整合公司／機構的數碼營銷策略，確保創作企劃得到有效益的執行、流程及成果。
354	Social Strategist 社交策略師	Works closely with digital team to develop social media strategies for a company/organisation. Involves in measuring and analysing social data, developing content strategies and keeping abreast of social media trends. 與數碼營銷團隊緊密合作，為公司／機構制定社交媒體策略，包括計算及分析社交數據，制定社交內容策略及了解社交媒體趨勢。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
441	Researcher 資料蒐集員	Collects information according to Market Research Manager's requirements. 依照市場調查經理的要求，進行資料蒐集。
442	Web Page Designer 網頁製作員	Produces and updates the Web Page; Creates the look, content, layout and features of a website. Helps with maintenance and additions to the website. 製作和更新網頁；創建一個網站的外觀、內容、佈局和功能；協助網站維護和補充內容。

Media Production
媒體製作

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
121	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁； 執行董事	Helps management in formulating station's editorial policies and oversees the implementation of the policies. Decides on programmes and programme formats. Negotiates the purchase and sale of programmes. Undertakes the overall administration and output. Liaises with other sections. Drafts and controls budgets. Deals with personnel matters including employing and dismissing staff. 協助管方制定編輯方針，及負責執行該等方針；決定節目內容及節目形式；負責整體行政及製作；聯絡其他部門；草擬及控制預算；處理人事問題包括聘請及解僱員工。
122	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監； 助理總監；創作總監； 製作總監	Manages the day-to-day output and running of the programmes. Helps the Vice President/Executive Director with budget controls and staff matters. Examines materials for conformity with established policy and standards, and revises it as necessary. 負責日常節目製作與管理；協助副總裁／執行董事控制預算及處理人事問題；審核播出資料，確保符合一貫方針及標準，必要時加以修改。
123	Program Director; Promotion Director 項目總監；宣傳總監	Assumes overall responsibility for the management of the marketing programs, advertising/promotional plans, researches and PR functions as to support advertising or circulation sales. 負責管理市場工作、廣告／推廣計劃、調查與公關活動，以支援廣告與銷量。
124	Art Director 美術總監	Assumes overall responsibility for the management and control of artwork and visual presentation. 負責管理及檢查美術稿及視覺顯示的有關製作。
SUPERVISORY LEVEL 主任級		
221	Head of Production; Head of Creation 製作主任；創作主任	Undertakes the overall production design and development (including its scale, cost and contents). Directs the producers to create programmes. 負責整個製作的設計及開發(包括其規模、成本及內容)；指導監製製作節目；協助製作總監／創作總監。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
321	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導； 編導；助理編導	Plans and develops live or recorded productions, and determines how the show will look and sound. Selects the script, set, props, lighting, and other production elements. Also co-ordinates the activities of on-air personalities, production staff, and other personnel. 策劃及開發直播或錄影製作，以確保如何有一個可觀性及完美的節目；選擇稿件、位置、道具、燈光及其他製作元素；並且協調廣播、製作及其他人員的活動。
322	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集 員；資料撰稿員	Responsible for review and approval of the script, decide the general direction of research; research, organizing information and script writing for the programme. 負責審閱及批核稿件，決定資料搜集的方向；為節目作資料搜集及稿件撰寫。
323	Content Writer; Script Writer 撰稿員；編劇	Develops concepts and writes project contents or scripts for the programme; revises scripts under the direction of producers and directors. 構思項目或節目意念，撰寫項目內容或節目稿件，按編導及總監的指示修訂稿件。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
421	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理； 影片剪接；字幕操作員	Assists the producer in all aspects in the production of programme, including shooting and post-production. 在各方面協助編導製作節目，包括後期製作。
422	Duty Director 值日導播員	Monitor the on-air programme broadcasts and carry out panel operation in the Presentation Booths to ensure the smoothness of on-air presentation 負責監察節目播放日常運作及節目播出質素，更新節目播出列表。
423	Senior Cameraman; Cameraman 高級電視攝影師； 電視攝影師	Uses motion picture, television, video camera, lighting instruments, or other equipment to film a wide range of subjects, including commercial motion pictures, documentaries, music videos and news events. 使用電影、電視、攝像機、燈光或其他器材攝製廣泛的主題，包括商業電影、音樂錄像、綜藝及體育節目。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPPORTING / TECHNICAL LEVEL (CONT'D) 輔助／技術人員級（續）		
424	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師； 視覺特效設計師； 3D 動畫師；2D 動畫師	Responsible for motion graphic / visual effects / animation design work for programme production and other functions. 負責設計節目及其他活動中的動態圖像／ 視覺特效 ／ 動畫。
425	Visual Producer 視覺編導	Responsible for editing / shooting on-air promos and station image 負責拍攝及編輯直播廣告和圖像。
426	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄； 收音員	Responsible for audio recording, dubbing and mixing for programme. 負責節目之錄音、配音及混音。
427	Set Designer 佈景設計師	Design sets for different programme. 負責設計不同節目所需的佈景。
428	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝	Prepare talents / artist with hair-do, make up and styling. 替演員預備合適的髮型、化妝及服裝。

Table 4.1 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title (Newspapers)

表 4.1 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測 (報紙業)

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	61	-	-	-	61
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	95	-	-	-	95
103	News Director 新聞總監	12	-	-	-	12
Sub-Total 小計		168	-	-	-	168
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	152	-	-	-	152
202	News / Assignment Editor 總採訪／採訪主任	205	-	6	-	211
203	International News Editor 國際新聞主任	10	-	-	-	10
204	China / National News Editor 中國新聞主任	24	-	-	-	24
205	Assignment Editor (Photography) 攝影主任	21	-	-	-	21
206	Editorial / Leader Writer 主筆	43	-	-	-	43
Sub-Total 小計		455	-	6	-	461
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級						
301	Senior Layout Editor; Layout Editor 資深(高級)版面編輯；版面編輯	449	-	6	-	455
302	Sub-editor / Copy Editor 文稿編輯	540	22	5	-	567
303	Senior Reporter; Reporter 資深(高級)記者；記者	1 663	10	22	-	1 695
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者；攝影記者	268	4	-	-	272

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (Continued) 編採／製作／執行人員級（續）						
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	80	-	-	-	80
306	Online Editor 網絡編輯	44	-	2	-	46
307	Senior Designer 資深（高級）美術設計員	142	-	6	-	148
308	Graphic Artist 正稿製作員	46	-	4	-	50
309	Senior Producer; Producer 高級監製；監製	3	-	-	-	3
Sub-Total 小計		3 235	36	45	-	3 316
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
401	Designer 美術設計員	236	-	-	-	236
402	Typesetter 植字員	22	-	-	-	22
403	Layout Artist 排版員	327	-	-	-	327
404	Proof-Reader 校對員	119	1	-	-1	119
405	Darkroom Person 黑房工作人員	34	-	-	-	34
406	Librarian 資料室人員	72	-	-	-	72
407	Researcher 資料蒐集員	60	-	-	-	60
408	Web Page Designer 網頁製作員	55	3	-	-	58
409	Webmaster 網主	1	-	-	-	1
410	Digital Designer 數碼媒體設計員	23	-	1	-	24
Sub-Total 小計		949	4	1	-1	953
GRAND TOTAL 總計		4 807	40	52	-1	4 898

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Table 4.2 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title (Magazines)

表 4.2 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測 (雜誌業)

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	187	-	-	-	187
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	45	-	-	-	45
<i>Sub-Total 小計</i>		232	-	-	-	232
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	223	-	3	1	227
202	News / Assignment Editor 總採訪／採訪主任	53	-	5	-	58
203	International News Editor 國際新聞主任	40	-	-	-	40
204	China / National News Editor 中國新聞主任	16	-	-	-	16
205	Assignment Editor (Photography) 攝影主任	28	3	-	-	31
206	Editorial / Leader Writer 主筆	95	15	3	-	113
<i>Sub-Total 小計</i>		455	18	11	1	485
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級						
301	Senior Layout Editor; Layout Editor 資深(高級)版面編輯; 版面編輯	283	34	-	-	317
302	Sub-editor / Copy Editor 文稿編輯	316	9	10	-	335
303	Senior Reporter; Reporter 資深(高級)記者; 記者	507	70	16	-5	588
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者; 攝影記者	310	10	-	2	322
305	Senior Translator; Translator 資深(高級)翻譯員; 翻譯員	23	14	-	-	37
306	Online Editor 網絡編輯	55	-	-	-	55
307	Senior Designer 資深(高級)美術設計員	122	-	-	-	122

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
EDITORIAL / PRODUCTION LEVEL (Continued) 編採／製作人員級（續）						
308	Graphic Artist 正稿製作員	82	24	-	-	106
309	Senior Producer; Producer 高級監製；監製	18	-	-	-	18
Sub-Total 小計		1 716	161	26	- 3	1 900
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
401	Designer 美術設計員	282	12	16	-	310
402	Typesetter 植字員	10	-	-	-	10
403	Layout Artist 排版員	35	15	-	-	50
404	Proof-Reader 校對員	56	-	-	-	56
406	Librarian 資料室人員	8	-	4	-	12
407	Researcher 資料蒐集員	16	-	-	-	16
408	Web Page Designer 網頁製作員	52	-	-	-	52
409	Webmaster 網主	14	-	1	-	15
410	Digital Designer 數碼媒體設計員	43	-	-	-	43
Sub-Total 小計		516	27	21	-	564
GRAND TOTAL 總計		2 919	206	58	-2	3 181

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Table 4.3 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(News & Information in Radio and Television Stations)

表 4.3 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測
(電台及電視台的新聞及資訊部)

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由 工作者數目	No. of Vacancies in Jan 2016 2016年1月的 空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測 2017年1月 的人力增長	Forecast No. of MC Posts by Jan 2017 預測 2017年1月 的大眾傳播 職位數目
MANAGERIAL LEVEL 經理級						
111	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	51	-	-	-	51
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監； 新聞經理	26	-	-	-	26
<i>Sub-Total 小計</i>		77	-	-	-	77
SUPERVISORY LEVEL 主任級						
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	29	-	-	-	29
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	74	-	-	-	74
213	Managing Editor 編輯主任	22	-	-	-	22
214	Deputy / Assistant Managing Editor 副編輯主任	20	-	-	-	20
215	Executive Producer 執行監製／製作主任	56	-	-	-	56
<i>Sub-Total 小計</i>		201	-	-	-	201
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級						
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	245	8	-	-	253
312	News Anchor / Announcer 新聞主播／報告員	81	16	1	-	98
313	News Translator 新聞翻譯員	22	-	-	-	22
314	Senior Reporter / Researcher; Reporter/Researcher 高級記者／資料搜集； 記者／資料搜集	369	16	2	-	387

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
EDITORIAL / PRODUCTION LEVEL (Continued) 編採／製作人員級 (續)						
315	Cameraman 電視攝影師	273	-	2	-	275
316	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	272	-	-	-	272
317	Online Editor 網絡編輯	21	-	-	-	21
318	Content Writer; Script Writer 撰稿員	6	-	-	-	6
Sub-Total 小計		1 289	40	5	-	1 334
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
412	Web Page Designer 網頁製作員	22	-	-	-	22
413	Webmaster 網主	7	-	-	-	7
414	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演；製作助理；錄影廠製作經理；影片剪接；字幕操作員	584	-	6	-	590
415	Duty Director 值日導播員	19	-	1	-	20
416	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師；3D 動畫師；2D 動畫師	54	-	3	-	57
417	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員	64	1	1	-	66
418	Set Designer 佈景設計師	54	-	-	-	54
419	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝	84	-	12	-	96
Sub-Total 小計		888	1	23	-	912
GRAND TOTAL 總計		2 455	41	28	-	2 524

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Table 4.4 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title (News Agencies)

表 4.4 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測 (新聞通訊社)

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	6	-	-	-	6
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	7	-	-	-	7
103	News Director 新聞總監	2	-	-	-	2
<i>Sub-Total 小計</i>		<i>15</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>15</i>
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	11	-	-	-	11
202	News / Assignment Editor 總採訪／採訪主任	11	2	-	-	13
203	International News Editor 國際新聞主任	1	-	-	-	1
205	Assignment Editor (Photography) 攝影主任	2	-	-	-	2
<i>Sub-Total 小計</i>		<i>25</i>	<i>2</i>	<i>-</i>	<i>-</i>	<i>27</i>
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級						
301	Senior Layout Editor; Layout Editor 資深(高級)版面編輯; 版面編輯	12	-	-	-	12
302	Sub-editor / Copy Editor 文稿編輯	18	5	5	-	28
303	Senior Reporter; Reporter 資深(高級)記者; 記者	81	5	5	-	91
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者; 攝影記者	11	-	1	-	12
305	Senior Translator; Translator 資深(高級)翻譯員; 翻譯員	4	-	-	-	4
306	Online Editor 網絡編輯	16	-	-	2	18

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
EDITORIAL / PRODUCTION LEVEL (Continued) 編採／製作人員級（續）						
308	Graphic Artist 正稿製作員	4	-	-	-	4
309	Senior Producer; Producer 高級監製；監製	4	-	-	-	4
Sub-Total 小計		150	10	11	2	173
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
401	Designer 美術設計員	1	-	-	-	1
408	Web Page Designer 網頁製作員	5	-	1	-	6
Sub-Total 小計		6	-	1	-	7
GRAND TOTAL 總計		196	12	12	2	222

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Table 4.5 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title (Digital / New Media)

表 4.5 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測 (數碼/新媒體)

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	5	-	-	-	5
103	News Director 新聞總監	2	-	-	-	2
193	Chief Technology Officer; Chief Technical Director 首席技術主任；首席技術總監	2	-	-	-	2
194	Chief (Digital) Content Officer; Director of Digital Media 首席(數碼)內容總監； 數碼媒體總監	5	-	-	-	5
196	Creative Director 創意總監	3	-	-	-	3
197	Account Director 客戶總監	3	-	-	-	3
Sub-Total 小計		20	-	-	-	20
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	20	-	-	-	20
202	News / Assignment Editor 總採訪/採訪主任	19	-	-	-	19
204	China / National News Editor 中國新聞主任	2	-	-	-	2
206	Editorial / Leader Writer 主筆	-	16	-	-	16
290	Technical Manager 技術經理	3	-	-	-	3
291	Research and Development Manager 研發經理	16	-	-	-	16
292	Producer 監製	8	-	-	-	8
293	Digital Content Officer 數碼內容主任	19	-	-	-	19

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
SUPERVISORY LEVEL (Continued) 主任級 (續)						
294	Production Manager 製作經理	2	-	-	-	2
<i>Sub-Total 小計</i>		89	16	-	-	105
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級						
301	Senior Layout Editor; Layout Editor 資深(高級)版面編輯;版面編輯	8	-	-	-	8
302	Sub-editor / Copy Editor 文稿編輯	5	-	-	-	5
303	Senior Reporter; Reporter 資深(高級)記者;記者	67	-	-	-	67
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者;攝影記者	10	11	-	-	21
305	Senior Translator; Translator 資深(高級)翻譯員;翻譯員	2	-	-	-	2
306	Online Editor 網絡編輯	100	5	2	-	107
307	Senior Designer 資深(高級)美術設計員	6	-	-	-	6
308	Graphic Artist 正稿製作員	2	-	-	-	2
323	Copywriter 撰稿員	5	-	-	-	5
390	Web Designer 網頁程式設計員	43	-	7	-	50
394	Social Media Executive 社交媒體專員	1	-	-	-	1
395	Video Editor 影片剪接師	5	-	-	-	5
396	Multimedia Designer; Digital Designer 多媒體設計員;數碼媒體設計員	47	-	7	-	54
398	Project Executive 項目執行主任	4	-	-	-	4
399	Webmaster; Webspecialist 網主;網頁專員	58	-	3	-	61
<i>Sub-Total 小計</i>		363	16	19	-	398

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
401	Designer 美術設計員	10	-	-	-	10
407	Researcher 資料蒐集員	14	-	-	-	14
492	Data Analyst 數據分析員	6	-	-	-	6
<i>Sub-Total 小計</i>		30	-	-	-	30
GRANDTOTAL 總計		502	32	19	-	553

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Table 4.6 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title (Public Relations Services Suppliers)

表 4.6 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測 (公共關係服務供應商)

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測 2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測 2017年1月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
131	Managing Director; General Manager 董事總經理；總經理	227	-	1	-	228
132	Director of Client Services; Account Director 客戶服務總監	193	-	4	-	197
Sub-Total 小計		420	-	5	-	425
SUPERVISORY LEVEL 主任級						
231	Account Manager; Senior PR Consultant; PR Consultant 客戶服務經理；高級公關顧問；公關顧問	638	1	10	5	654
232	Chief Editor; Editor 總編輯；編輯	29	-	-	-	29
233	Art Director 美術總監	22	-	-	-	22
Sub-Total 小計		689	1	10	5	705
EXECUTIONAL LEVEL 執行人員級						
331	Account Executive; PR Specialist; PR Officer; Press Officer 客戶服務主任；公共關係主任；新聞主任	787	3	19	3	812
332	Digital Media / Marketing Strategist 數碼媒體／市務策略師	21	-	-	-	21
333	Account Co-ordinator 客戶聯絡助理	274	-	4	6	284
334	Translator 翻譯員	16	2	-	-	18
335	Visualiser 美術製稿員	39	-	-	-	39
336	Graphic Artist 正稿製作員	42	-	-	-	42
337	Copywriter 撰稿員	49	2	-	-	51

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
EXECUTIONAL LEVEL(Continued) 執行人員級 (續)						
338	Research Assistant 市場調查助理	13	4	1	-	18
Sub-Total 小計		1 241	11	24	9	1 285
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級						
431	Promoter 推廣員	-	102	-	-	102
Sub-Total 小計		-	102	-	-	102
GRANDTOTAL 總計		2 350	114	39	14	2 517

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Table 4.7 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(Advertising Sales/PR /Marketing Department in Media Organizations)
表 4.7 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測
(傳媒機構內的廣告／公共關係／市場部)

Job Code 職務 編號	JobTitle* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
181	Publisher; Managing Director; President 社長；董事經理；總裁	193	-	-	-	193
182	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長；副董事經理；副總裁；營運總監	120	-	-	-	120
183	Advertising/ Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	216	-	-	-	216
184	Circulation Sales/ Circulation Marketing Director 發行／銷售總監	47	-	-	-	47
185	Marketing/ Marketing Services/ Program Director 市場／市場服務／項目總監	114	-	2	-	116
186	Business Development Director 業務發展總監	69	-	-	-	69
187	Research Director 市場調查總監	8	-	-	-	8
188	Public Relations Director 公共關係總監	13	-	-	-	13
189	Art Director 美術總監	165	-	2	-	167
Sub-Total 小計		945	-	4	-	949
SUPERVISORY LEVEL 主任級						
281	Advertising/ Advertising Sales/ Account Manager 廣告／廣告銷售／客戶經理	684	-	7	24	715
282	Circulation Sales/ Circulation Marketing Manager 發行／銷售經理	158	-	-	-	158
283	Marketing/ Marketing Services/ Program Manager 市場／市場服務／項目經理	266	-	5	-	271

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
SUPERVISORY LEVEL(Continued) 主任級 (續)						
284	Research Manager 市場調查經理	17	-	-	-	17
285	Traffic/Advertising Administration Manager 聯絡/廣告行政經理	65	-	-	-	65
286	Public Relations Manager 公共關係經理	43	-	-	-	43
287	Sales Training/ Support Manager 銷售訓練/支援經理	16	-	-	-	16
288	Business Development Manager 業務發展經理	20	-	-	-	20
Sub-Total 小計		1 269	-	12	24	1 305
EXECUTIONAL LEVEL 執行人員級						
381	Advertising Sales Assistant/ Executive; Account Executive 廣告銷售助理/主任; 客戶主任	1 058	12	71	-	1 141
382	Marketing Assistant/ Executive 市場助理/主任	397	8	9	-	414
383	Research Assistant/ Executive 市場調查助理/主任	65	-	-	-	65
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員; 廣告行政助理	370	-	5	-	375
385	Public Relations Assistant/ Executive 公共關係助理/主任	106	-	2	-	108
Sub-Total 小計		1 996	20	87	-	2 103
SUPPORTING/TECHNICAL LEVEL 輔助/技術人員級						
481	Promoter 推廣員	11	-	-	-	11
Sub-Total 小計		11	-	-	-	11
GRANDTOTAL 總計		4 221	20	103	24	4 368

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Table 4.8 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(Advertising Companies, Agencies and Other Advertising Services)
表 4.8 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測
(廣告業機構)

Job Code 職務 編號	JobTitle* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
161	Managing Director; General Manager 董事經理；總經理	458	-	-	-3	455
162	Director of Client Services/ Account Servicing 客戶服務總監	52	-	-	-	52
163	Group Account Director; Account Director 客戶總監	219	-	1	-5	215
164	Director of Strategic Planning 品牌策劃總監	19	-	-	-	19
165	Executive Creative Director 執行創作總監	58	-	-	2	60
166	Creative Group Head; Creative Director 創作總監	305	-	-	-5	300
168	Head of TV Production 電視廣告製作主任	25	-	-	-	25
169	Media Planning Director 媒介策劃總監	64	-	-	-4	60
170	Media Buying Director 媒介採購總監	9	-	-	-	9
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	30	-	-	-	30
Sub-Total 小計		1 239	-	1	- 15	1 225
SUPERVISORY LEVEL 主任級						
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	1 393	-	3	-25	1 371
262	Art Director 美術總監	1 090	2	21	66	1 179
263	Studio Manager 正稿製作經理	34	-	-	-	34
264	Production Manager 製作經理	199	-	-	-	199

Job Code 職務編號	JobTitle* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
SUPERVISORY LEVEL(Continued) 主任級 (續)						
265	Traffic Manager 流程統籌經理	41	-	-	-	41
266	TV Producer 廣告製片	80	-	-	-	80
267	Media Planning Manager 媒介策劃經理	105	-	-	-7	98
268	Media Buying Manager 媒介採購經理	16	-	-	-	16
269	Research Manager; Research Planner 市場調查經理；策略策劃員	22	-	-	-	22
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	43	-	-	-	43
271	Marketing/ Marketing Services/ Program Manager 市場／市場服務／項目經理	170	-	-	-	170
Sub-Total 小計		3 193	2	24	34	3 253
EXECUTIONAL LEVEL 執行人員級						
361	Account Executive 客戶主任	2 187	200	44	-7	2 424
362	Visualiser 草稿繪製員	289	-	-	-	289
363	Graphic Artist 正稿製作員	2 419	4	29	28	2 480
364	Copywriter 撰稿員	188	105	1	-	294
365	Media Planner; Media Executive 媒介策劃員；媒介主任	315	-	-	-16	299
366	Media Buyer 媒介採購員	117	-	-	-	117
367	Traffic Co-ordinator 流程統籌	190	-	5	-	195
368	Production Assistant 製作助理	287	-	6	-	293
369	Research Assistant 市場調查助理	25	-	1	-	26
370	Photographer 廣告攝影師	71	17	-	-	88
371	Online Editor 網絡編輯	88	-	-	-	88
372	Marketing Assistant/ Executive 市場助理／主任	226	-	-	-	226
373	Strategic Planner 品牌策劃員	12	-	-	-	12

Job Code 職務編號	JobTitle* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
EXECUTIONAL LEVEL(Continued) 執行人員級 (續)						
374	Community Manager 社群經理	6	-	-	-	6
375	Senior Brand Designer/ Brand Designer 資深品牌設計師/ 品牌設計師	84	-	-	-	84
376	Package Designer 包裝設計師	-	50	-	-	50
377	Digital Strategist 數碼策略師	3	-	-	-	3
Sub-Total 小計		6 507	376	86	5	6 974
SUPPORTING/TECHNICAL LEVEL 輔助/技術人員級						
461	Designer 美術設計員	2 199	166	55	3	2 423
462	Digital Designer 數碼媒體設計員	432	-	4	- 54	382
463	Webmaster 網主	104	-	10	-	114
464	Technician 技術員	165	17	2	-	184
465	Promoter 推廣員	42	-	-	-	42
Sub-Total 小計		2 942	183	71	- 51	3 145
GRANDTOTAL 總計		13 881	561	182	- 27	14 597

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Table 4.9 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title (Corporate Communications/ Public Relations/ Advertising/ Marketing Department in Companies/ Institutions)

表 4.9 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測 (公司或機構內企業傳訊/公共關係/廣告/市場部)

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
141	General Manager/ Director/ Head of Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務 總經理/總監/主管	248	-	-	-	248
142	General Manager/ Director/ Head of Advertising and Marketing Communications 廣告及市場傳訊總經理/總監/主管	60	-	-	-	60
143	General Manager/ Director/ Head of Marketing, Product Development and Brand Management 市場、產品開發及品牌推广總經理/總監/主管	108	-	10	-	118
144	Corporate Communications/ Public Relations/ Public Affairs Manager 企業傳訊/公共關係/公共事務經理	369	-	3	-	372
145	Advertising/ Marketing Communications Manager 廣告/市場傳訊經理	143	-	-	-	143
146	Marketing/ Product/ Brand Manager 市場/產品/品牌經理	298	-	22	-	320
147	Community Relations Manager 社區關係經理	41	-	-	-	41
148	Market Research Manager 市場調查經理	33	-	-	-	33
149	Publication Manager 出版經理	18	-	-	-	18
150	Internal Communications Manager 內部傳訊經理	17	-	1	-	18
Sub-Total 小計		1 335	-	36	-	1 371

Job Code 職務編號	JobTitle* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
SUPERVISORY LEVEL 主任級						
241	Assistant Manager/ Executive for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務助理經理／主任	599	4	10	-	613
242	Assistant Manager/ Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	356	-	4	-	360
243	Assistant Manager/ Executive for Marketing, Product Development and Brand Management 市場、產品開發及品牌推广助理經理／主任	389	-	24	-	413
244	Assistant Manager for Publication 助理出版經理	25	-	-	-	25
245	Chief Editor; Editor 總編輯；編輯	99	-	-	-	99
246	TV Producer 廣告製片	12	-	-	-	12
247	Brand Design Director; Head of Brand Design 品牌設計總監	32	-	-	-	32
Sub-Total 小計		1 512	4	38	-	1 554
EXECUTIONAL LEVEL 執行人員級						
341	Officer/ Assistant for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務主任／助理	939	-	22	2	963
342	Officer/ Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	629	2	3	-2	632
343	Officer/ Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推广主任／助理	832	-	24	-4	852
344	Officer/ Assistant for Community Relations 社區關係主任／助理	48	-	-	-	48
345	Officer/ Assistant for Market Research 市場調查主任／助理	94	-	-	-	94
346	Writer/ Translator 撰稿／翻譯員	84	-	1	-	85

Job Code 職務編號	JobTitle* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測2017年1月的大眾傳播職位數目
EXECUTIONAL LEVEL(Continued) 執行人員級 (續)						
347	Officer/ Assistant for Publication 出版主任／助理	73	-	-	-	73
348	Graphic Designer 廣告設計員	208	-	-	-	208
349	Photographer 攝影師	65	-	-	-	65
350	Online Editor 網絡編輯	9	-	-	-	9
351	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師	57	-	-	-	57
352	Package Designer 包裝設計師	1	-	1	-	2
353	Digital Media/ Marketing Strategist 數碼媒體／市務策略師	13	-	-	-	13
354	Social Strategist 社交策略師	1	-	-	-	1
Sub-Total 小計		3 053	2	51	- 4	3 102
SUPPORTING/TECHNICAL LEVEL 輔助／技術人員級						
441	Researcher 資料蒐集員	24	-	-	-	24
442	Web Page Designer 網頁製作員	53	-	-	-	53
Sub-Total 小計		77	-	-	-	77
GRANDTOTAL 總計		5 977	6	125	- 4	6 104

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Table 4.10 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title (Media Production Companies)

表 4.10 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測 (媒體製作業機構)

Job Code 職務 編號	JobTitle* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2016 2016年1月的自由工作者數目	No. of Vacancies in Jan 2016 2016年1月的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測 2017年1月的人力增長	Forecast No. of MC Posts by Jan 2017 預測 2017年1月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
121	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	239	-	-	-	239
122	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監；助理總監；創作總監；製作總監	303	-	-	-5	298
123	Program Director; Promotion Director 項目總監；宣傳總監	59	-	-	-	59
124	Art Director 美術總監	81	-	-	-	81
<i>Sub-Total 小計</i>		682	-	-	- 5	677
SUPERVISORY LEVEL 主任級						
221	Head of Production; Head of Creation 製作主任；創作主任	293	-	7	-	300
<i>Sub-Total 小計</i>		293	-	7	-	300
EDITORIAL/PRODUCTION/EXECUTIONAL LEVEL 編採／製作／執行人員級						
321	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導；編導；助理編導	888	129	9	-	1 026
322	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集員；資料撰稿員	40	-	-	-	40
323	Content Writer; Script Writer 撰稿員；編劇	78	169	2	-	249
<i>Sub-Total 小計</i>		1 006	298	11	-	1 315

Job Code 職務 編號	JobTitle* 職稱	No. of Employees in Jan 2016 (Excl. Freelancers) 2016年1月 的僱員數目 (不包括自 由工作者)	No. of Freelancers in Jan 2016 2016年1月 的自由 工作者數目	No. of Vacancies in Jan 2016 2016年1月 的空缺數目	Employers' Forecast Manpower Growth by Jan 2017 僱主預測 2017年1月 的人力增長	Forecast No. of MC Posts by Jan 2017 預測 2017年1月 的大眾傳播 職位數目
SUPPORTING/TECHNICAL LEVEL 輔助／技術人員級						
421	Floor Manager; Video Editor; Engineer&Technician; Subtitling Operator 錄影廠製作經理；影片剪接； 字幕操作員	708	187	-	-	895
422	Duty Director 值日導播員	23	-	-	-	23
423	Senior Cameraman; Cameraman 高級電視攝影師；電視攝影師	134	589	-	-	723
424	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師； 3D 動畫師；2D 動畫師	219	110	-	-6	323
425	Visual Producer 視覺編導	31	20	-	-	51
426	Producer(Dubbing/Mixing); Boom Operator 配音效果／配音混錄；收音員	93	260	-	-	353
427	Set Designer 佈景設計師	1	132	-	-	133
428	Hair Stylist; Makeup Artist; Dresser 髮型師；化妝師；服裝	-	172	-	-	172
Sub-Total 小計		1 209	1 470	-	- 6	2 673
GRANDTOTAL 總計		3 190	1 768	18	- 11	4 965

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

**Table 5 Number of MC Employees Leaving in the Past 12 Months
by Branch by Job Level**
**表 5 過去 12 個月大眾傳播僱員離職人數
(按門類及技能等級劃分)**

Branch 門類		Job Level 職級		Editorial / Production / Execuational 編採／製作／ 執行人員級 (%)*	Supporting / Technical 輔助／技術 人員級 (%)*	Total 總計 (%)*
		Managerial 經理級 (%)*	Supervisory 主任級 (%)*			
Journalism Sector 新聞業						
Newspapers 報紙業	Include Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內 廣告／公共關係 ／市場部	51 (11.8)	62 (7.9)	407 (10.5)	75 (7.8)	595 (9.8)
Magazines 雜誌業		12 (1.8)	32 (3.8)	187 (7.8)	41 (7.3)	272 (6.1)
News and Information Department in Radio /TV Stations 電台／電視台新聞 及資訊部		34 (14.7)	34 (6.3)	160 (8.6)	65 (7.1)	293 (8.3)
News Agencies 新聞通訊社		1 (3.1)	3 (4.9)	8 (4.3)	1 (14.3)	13 (4.6)
Sub-total 小計		98 (7.3)	131 (5.9)	762 (9.2)	182 (7.4)	1 173 (8.2)
Digital / New Media Sector 數碼／新媒體業						
Digital / New Media 數碼／新媒體	Include Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內 廣告／公共關係 ／市場部	1 (0.9)	18 (5.6)	74 (8.2)	2 (6.7)	95 (7.0)
Sub-total 小計		1 (0.9)	18 (5.6)	74 (8.2)	2 (6.7)	95 (7.0)

Branch 門類	Job Level 職級	Managerial 經理級 (%)*	Supervisory 主任級 (%)*	Editorial / Production / Executorial 編採／製作／ 執行人員級 (%)*	Supporting / Technical 輔助／技術 人員級 (%)*	Total 總計 (%)*
Advertising and Public Relations Sector 廣告與公共關係業						
Public Relations Services Suppliers 公共關係服務供應商		16 (3.8)	36 (5.1)	294 (23.0)	- (-)	346 (13.8)
Advertising Companies, Agencies and Other Advertising Services 廣告業機構		43 (3.5)	131 (4.1)	532 (7.6)	237 (7.4)	943 (6.4)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司或機構內企業傳訊／ 公共關係／廣告／市場部		173 (12.6)	205 (13.2)	410 (13.2)	5 (6.5)	793 (13.0)
Sub-total 小計		232 (7.6)	372 (6.8)	1 236 (10.9)	242 (7.2)	2 082 (9.0)
Media Production Sector 媒體製作業						
Production companies 媒體製作		3 (0.4)	41 (13.7)	53 (4.0)	182 (6.8)	279 (5.6)
Sub-total 小計		3 (0.4)	41 (13.7)	53 (4.0)	182 (6.8)	279 (5.6)
Total 總計		334 (6.4)	562 (6.7)	2 125 (9.7)	608 (7.1)	3 629 (8.3)

* As a percentage of total number of MC posts by sector by branch by job level.
佔該業該門類該技能等級職位總數百分率。

Note: Figures may not add up to their totals due to rounding.
註：因四捨五入關係，各項數字相加或與總計數字有出入。

Table 6 Percentage of Companies which Required Employees to have Skills / Knowledge (by Degree in Demand) to Perform the Social Media Functions

表 6 需要大眾傳播僱員具備相關技能／知識以執行社交媒體工作的公司所佔百分率（按需要程度排列）

Skills / Knowledge Required to Perform Social Media Functions 執行社交媒體工作所需的技能／知識	Degree in Demand 需要程度				Rank in Most in Demand 按非常需要程度降序排列
	Least in Demand 極不需要 (%)*	Not in Demand 不需要 (%)*	Somewhat in Demand 有些需要 (%)*	Most in Demand 非常需要 (%)*	
Journalism Sector ⁽¹⁾ 新聞業					
Web searching 網上搜尋	19.0	17.4	54.5	9.1	1
Curation ^(^) 策展 ^(^)	17.1	28.1	46.2	8.6	2
Sharing/posting in social media platform 於社交媒體平台分享／發佈	16.9	22.1	52.7	8.3	3
Web analytics 網站分析	19.0	30.6	43.4	7.0	4
Web security 網絡安全	19.7	29.6	47.0	3.6	5
Social media monitoring and surveillance 社交媒體監測及監督	21.6	33.8	41.6	3.1	6
Apps development 應用程式開發	24.7	46.0	26.8	2.6	7
Search engine optimisation 搜尋引擎優化	24.4	36.6	36.9	2.1	8
Digital / New Media Sector 數碼／新媒體					
Web searching 網上搜尋	2.9	-	54.3	42.9	1
Web analytics 網站分析	2.9	14.3	40.0	42.9	1
Search engine optimisation 搜尋引擎優化	2.9	17.1	40.0	40.0	3
Web security 網絡安全	2.9	2.9	57.1	37.1	4
Curation ^(^) 策展 ^(^)	2.9	14.3	51.4	31.4	5
Sharing/posting in social media platform 於社交媒體平台分享／發佈	5.7	11.4	51.4	31.4	5
Apps development 應用程式開發	8.6	20.0	40.0	31.4	5
Social media monitoring and surveillance 社交媒體監測及監督	5.7	17.1	51.4	25.7	8

Skills / Knowledge Required to Perform Social Media Functions 執行社交媒體工作所需的技能／知識	Degree in Demand 需要程度				Rank in Most in Demand 按非常需要程度降序排列
	Least in Demand 極不需要 (%)*	Not in Demand 不需要 (%)*	Somewhat in Demand 有些需要 (%)*	Most in Demand 非常需要 (%)*	
Advertising and Public Relations Sector 廣告與公共關係業					
Sharing/posting in social media platform 於社交媒體平台分享／發佈	11.9	44.1	37.8	6.2	1
Web searching 網上搜尋	10.6	47.9	36.4	5.0	2
Web security 網絡安全	12.7	53.5	29.3	4.5	3
Social media monitoring and surveillance 社交媒體監測及監督	16.2	52.0	28.6	3.3	4
Web analytics 網站分析	15.6	49.0	32.4	3.1	5
Curation ^(^) 策展 ^(^)	12.1	57.9	27.1	2.9	6
Search engine optimisation 搜尋引擎優化	16.8	59.3	21.9	2.0	7
Apps development 應用程式開發	22.8	49.8	25.6	1.8	8
Media Production Sector 媒體製作業					
Sharing/posting in social media platform 於社交媒體平台分享／發佈	6.2	33.9	49.3	10.5	1
Web security 網絡安全	18.9	60.9	17.1	3.1	2
Apps development 應用程式開發	40.3	41.2	15.5	3.0	3
Web analytics 網站分析	39.2	42.5	15.4	3.0	3
Web searching 網上搜尋	6.3	38.4	54.4	0.9	5
Search engine optimisation 搜尋引擎優化	37.3	44.9	17.1	0.7	6
Social media monitoring and surveillance 社交媒體監測及監督	34.4	41.1	24.3	0.2	7
Curation ^(^) 策展 ^(^)	24.4	55.3	20.2	0.2	7

* As a percentage of number of responding cases by sector.

* 佔填覆公司百分率（按行業劃分）。

^ Curation means to collect, organise and present a larger source of data and information in a coherent way.

^ 策展工作包括收集、整理及展示大量連貫的數據及資訊。

Note: (1) The journalism sector and digital / new media sector include advertising sales / PR / marketing department in media organizations.

註：(1) 新聞業及數碼／新媒體包括傳媒機構內的廣告／公共關係／市場部。

Table 7.1 Percentage of Companies Having Chosen the Effective Methods for Retaining their Existing MC Employees by Sector by Employment Size of Company (Respondents may choose up to three options)

表 7.1 公司挽留大眾傳播僱員選擇有效方法的百分率 (按行業及公司規模劃分) (填覆者最多可選擇三項)

Effective Methods 有效方法	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over# (%)*	300-499 (%)*	500 & Over (%)*	Overall 整體 (%)*
Journalism Sector ⁽¹⁾ 新聞業									
Salary Increment and Fringe Benefit 增加薪金及附帶福利	21.8	21.8	13.6	10.9	4.2	5.8	-	-	78.2
Shortening Working Hours or Flexible Working Hours 縮短或彈性工作時間	6.1	12.7	5.5	2.1	0.3	2.7	-	-	29.4
More Paid Leave 更多有新休假	2.7	5.2	5.2	4.8	0.6	0.9	-	-	19.4
Providing Job Rotation 提供職務輪換	-	-	0.3	0.6	0.3	0.9	-	-	2.1
Internal Promotion/ Career Development 內部晉升／事業發展	0.6	0.9	3.9	4.5	1.2	2.4	-	-	13.6
Enhancing Job Satisfaction 提升工作滿意度	7.9	7.6	3.6	3.6	1.2	1.5	-	-	25.5
Increasing Job Autonomy 增加工作自主權	11.5	4.5	-	0.6	2.1	1.5	-	-	20.3
Providing/Supporting Manpower Training and Personal Development 提供／資助技能培訓和個人發展	0.6	-	0.9	2.1	1.2	-	-	-	4.8
More Communications and Enhancing the Sense of Belonging with Existing Staff 加強與現職僱員溝通，增強他們的歸屬感	9.1	4.8	1.5	1.5	0.3	1.2	-	-	18.5
Positive Image on Company Profile/Culture 建立正面的機構形象／文化	9.1	0.6	0.9	0.6	0.3	0.3	-	-	11.8
Others 其他	-	-	-	0.3	-	-	-	-	0.3

Employment Size of Company 公司規模 Effective Methods 有效方法	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over# (%)*	300-499 (%)*	500 & Over (%)*	Overall 整體 (%)*
	Digital / New Media Sector⁽¹⁾ 數碼／新媒體								
Salary Increment and Fringe Benefit 增加薪金及附帶福利	11.4	14.3	2.9	25.7	11.4	20.0	-	-	85.7
Shortening Working Hours or Flexible Working Hours 縮短或彈性工作時間	5.7	5.7	-	5.7	-	-	-	-	17.1
More Paid Leave 更多有薪休假	2.9	14.3	-	8.6	8.6	-	-	-	34.3
Providing Job Rotation 提供職務輪換	-	-	-	2.9	-	-	-	-	2.9
Internal Promotion/ Career Development 內部晉升／事業發展	-	2.9	-	17.1	2.9	11.4	-	-	34.3
Enhancing Job Satisfaction 提升工作滿意度	2.9	8.6	-	-	-	22.9	-	-	34.3
Increasing Job Autonomy 增加工作自主權	-	5.7	2.9	-	-	8.6	-	-	17.1
Providing/Supporting Manpower Training and Personal Development 提供／資助技能培訓和個人發展	2.9	-	2.9	-	5.7	8.6	-	-	20.0
More Communications and Enhancing the Sense of Belonging with Existing Staff 加強與現職僱員溝通，增強他們的歸屬感	-	8.6	-	-	-	-	-	-	8.6
Positive Image on Company Profile/Culture 建立正面的機構形象／文化	-	-	-	5.7	2.9	5.7	-	-	14.3

Employment Size of Company 公司規模 Effective Methods 有效方法	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over [#] (%)*	300-499 (%)*	500 & Over (%)*	Overall 整體 (%)*
	Advertising and Public Relations Sector 廣告與公共關係業								
Salary Increment and Fringe Benefit 增加薪金及附帶福利	59.1	8.7	4.6	2.1	0.4	0.1	2.5	3.9	81.5
Shortening Working Hours or Flexible Working Hours 縮短或彈性工作時間	22.8	2.0	0.9	0.5	0.1	-	0.8	0.8	27.9
More Paid Leave 更多有薪休假	9.9	1.8	1.2	0.7	0.1	-	0.4	0.7	14.8
Providing Job Rotation 提供職務輪換	0.2	0.4	0.4	0.2	-	-	0.4	0.1	1.8
Internal Promotion/ Career Development 內部晉升／事業發展	7.1	0.8	2.3	0.8	0.2	0.2	1.9	2.4	15.6
Enhancing Job Satisfaction 提升工作滿意度	10.5	2.1	0.2	0.6	-	0.1	0.6	1.5	15.6
Increasing Job Autonomy 增加工作自主權	13.6	3.0	0.4	0.5	0.1	0.1	-	0.8	18.4
Providing/Supporting Manpower Training and Personal Development 提供／資助技能培訓和個人發展	5.5	0.8	0.1	0.2	-	0.1	1.1	1.2	9.0
More Communications and Enhancing the Sense of Belonging with Existing Staff 加強與現職僱員溝通，增強他們的歸屬感	9.3	0.9	0.3	0.6	0.1	0.1	0.6	0.9	12.9
Positive Image on Company Profile/Culture 建立正面的機構形象／文化	2.0	0.4	0.1	0.4	-	-	0.3	0.6	3.8
Others 其他	0.5	-	-	0.1	-	-	-	-	0.5

Employment Size of Company 公司規模 Effective Methods 有效方法	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over [#] (%)*	300-499 (%)*	500 & Over (%)*	Overall 整體 (%)*
	Media Production Sector 媒體製作業								
Salary Increment and Fringe Benefit 增加薪金及附帶福利	36.7	7.4	2.1	2.2	0.1	0.2	-	-	48.6
Shortening Working Hours or Flexible Working Hours 縮短或彈性工作時間	27.5	5.0	0.9	-	-	-	-	-	33.3
More Paid Leave 更多有薪休假	3.6	3.6	0.1	0.9	0.1	-	-	-	8.2
Providing Job Rotation 提供職務輪換	0.6	0.6	-	-	-	-	-	-	1.3
Internal Promotion/ Career Development 內部晉升／事業發展	5.6	2.1	1.2	0.1	-	0.3	-	-	9.3
Enhancing Job Satisfaction 提升工作滿意度	34.0	3.6	0.8	1.1	-	0.2	-	-	39.6
Increasing Job Autonomy 增加工作自主權	43.8	2.2	-	0.2	-	0.1	-	-	46.3
Providing/Supporting Manpower Training and Personal Development 提供／資助技能培訓和個人發展	7.1	0.8	-	-	-	0.1	-	-	8.0
More Communications and Enhancing the Sense of Belonging with Existing Staff 加強與現職僱員溝通，增強他們的歸屬感	0.9	4.2	-	0.1	-	-	-	-	5.2
Positive Image on Company Profile/Culture 建立正面的機構形象／文化	7.3	-	-	-	-	-	-	-	7.3
Others 其他	3.6	-	-	-	-	-	-	-	3.6

For advertising and PR sector, the employment size of company is 100-299 instead.

在廣告與公共關係業，公司規模以（100-299）人劃分。

* As a percentage of number of responding cases by sector.

* 佔填覆公司百分率（按行業劃分）。

Note: (1) The journalism sector and digital / new media sector include advertising sales / PR / marketing department in media organizations.

註：(1) 新聞業及數碼／新媒體包括傳媒機構內的廣告／公共關係／市場部。

Table 7.2 Percentage of Companies Having Chosen the Effective Methods for Retaining their Existing MC Employees by Branch
表 7.2 公司挽留大眾傳播僱員選擇有效方法的百分率
(按門類劃分)

Effective Methods 有效方法	Newspapers 報紙業	Magazines 雜誌業	News & Information / Advertising Sales / PR Department in Radio and Television Stations 電台及電視台的新聞 及資訊／廣告銷售／ 公關部	News Agencies 新聞 通訊社	Digital / New Media 數碼／ 新媒體	Public Relations Services Suppliers 公共關係 服務供應商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司或機構內企業傳訊 ／公共關係／廣告／ 市場部	Media Production 媒體製作	All Branches 所有門類
	Include Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部									
	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
Salary Increment and Fringe Benefit 增加薪金及附帶福利	86.2	76.5	81.3	85.7	85.7	81.9	82.1	75.2	48.6	75.3
Shortening Working Hours or Flexible Working Hours 縮短或彈性工作時間	37.9	28.6	28.1	28.6	17.1	31.5	28.5	18.7	33.3	28.9
More Paid Leave 更多有薪休假	3.4	19.6	21.9	42.9	34.3	29.2	13.4	13.0	8.2	14.1
Providing Job Rotation 提供職務輪換	13.8	0.4	3.1	7.1	2.9	3.3	1.2	5.7	1.3	1.7
Internal Promotion/ Career Development 內部晉升／事業發展	44.8	9.4	12.5	28.6	34.3	15.0	12.1	49.2	9.3	14.5
Enhancing Job Satisfaction 提升工作滿意度	13.8	25.9	40.6	7.1	34.3	24.5	13.6	24.5	39.6	20.7
Increasing Job Autonomy 增加工作自主權	17.2	19.6	28.1	21.4	17.1	18.1	19.3	9.7	46.3	23.5
Providing/Supporting Manpower Training and Personal Development 提供／資助技能培訓和個人發展	17.2	2.7	6.3	14.3	2-	5.0	7.6	26.9	8.0	8.6
More Communications and Enhancing the Sense of Belonging with Existing Staff 加強與現職僱員溝通，增強他們的歸屬感	17.2	2-	12.5	7.1	8.6	7.2	13.1	16.9	5.2	11.8
Positive Image on Company Profile/Culture 建立正面的機構形象／文化	3.4	14.1	6.3	-	14.3	7.0	2.7	10.3	7.3	5.0
Others 其他	-	-	3.1	-	-	-	0.6	-	3.6	1.1

* As a percentage of number of responding cases by branch.

* 佔填覆公司百分率（按門類劃分）。

Table 8 Percentage of Companies Having Specified the Degree of Importance in respect of the Accomplishment Training for their Young MC Employees by Sector

表 8 公司對年輕大眾傳播僱員在素養培訓方面標示重要程度的百分率

Accomplishment Training for the Young MC Employees 年輕大眾傳播業僱員的素養	Degree of Importance 重要程度				Rank in Highly Important 按高度重要程度降序排列
	Not at All Important 極不重要 (%)*	Unimportant 不重要 (%)*	Somewhat Important 有些重要 (%)*	Highly Important 高度重要 (%)*	
Journalism Sector ⁽¹⁾ 新聞業					
Team Work 團隊合作	-	-	47.9	52.1	1
Passion 熱誠	-	-	50.5	49.5	2
Concentration on Work 專心工作	-	-	52.1	47.9	3
Working Attitude 工作態度	-	-	56.9	43.1	4
Protection of Privacy 保障私隱	-	-	61.2	38.8	5
Punctuality 守時	-	-	61.2	38.8	5
Creativity 創意	-	-	61.2	38.8	5
Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right) 保護公司有形及無形資產 (或知識產權)	-	-	64.9	35.1	8
Degree of Loyalty 忠誠度	-	-	69.7	30.3	9
Interpersonal Communication Skills 人際溝通技巧	-	-	71.3	28.7	10
Emotional Management 情緒管理	-	0.5	71.3	28.2	11
Etiquette 禮儀	-	-	72.3	27.7	12
Media and Information Literacy 媒體與資訊素養	-	-	72.3	27.7	12
Others ⁽²⁾ 其他 ⁽²⁾	-	-	-	3.2	14

Accomplishment Training for the Young MC Employees 年輕大眾傳播業僱員的素養	Degree of Importance 重要程度				Rank in Highly Important 按高度重要程度降序排列
	Not at All Important 極不重要 (%)*	Unimportant 不重要 (%)*	Somewhat Important 有些重要 (%)*	Highly Important 高度重要 (%)*	
Digital / New Media Sector ⁽¹⁾ 數碼／新媒體					
Working Attitude 工作態度	-	-	25.0	75.0	1
Team Work 團隊合作	-	-	28.6	71.4	2
Interpersonal Communication Skills 人際溝通技巧	-	-	39.3	60.7	3
Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right) 保護公司有形及無形資產 (或知識產權)	-	-	42.9	57.1	4
Protection of Privacy 保障私隱	-	-	46.4	53.6	5
Concentration on Work 專心工作	-	-	46.4	53.6	5
Creativity 創意	-	-	46.4	53.6	5
Passion 熱誠	-	-	50.0	50.0	8
Degree of Loyalty 忠誠度	-	-	53.6	46.4	9
Media and Information Literacy 媒體與資訊素養	-	-	57.1	42.9	10
Emotional Management 情緒管理	-	-	64.3	35.7	11
Etiquette 禮儀	-	-	67.9	32.1	12
Punctuality 守時	-	-	71.4	28.6	13

Accomplishment Training for the Young MC Employees 年輕大眾傳播業僱員的素養	Degree of Importance 重要程度				Rank in Highly Important 按高度重要程度降序排列
	Not at All Important 極不重要 (%)*	Unimportant 不重要 (%)*	Somewhat Important 有些重要 (%)*	Highly Important 高度重要 (%)*	
Advertising and Public Relations Sector 廣告與公共關係業					
Working Attitude 工作態度	-	0.6	52.2	47.2	1
Interpersonal Communication Skills 人際溝通技巧	-	2.0	55.7	42.2	2
Team Work 團隊合作	-	0.6	57.8	41.7	3
Creativity 創意	-	0.6	58.5	40.9	4
Passion 熱誠	-	0.6	60.4	39.0	5
Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right) 保護公司有形及無形資產 (或知識產權)	1.4	2.1	58.3	38.1	6
Concentration on Work 專心工作	-	1.1	66.7	32.2	7
Punctuality 守時	1.4	2.0	64.8	31.8	8
Protection of Privacy 保障私隱	1.4	2.0	65.4	31.2	9
Degree of Loyalty 忠誠度	-	1.9	68.1	30.0	10
Etiquette 禮儀	1.4	2.7	67.9	28.0	11
Emotional Management 情緒管理	-	3.4	73.1	23.5	12
Media and Information Literacy 媒體與資訊素養	-	1.9	80.3	17.8	13
Others ⁽²⁾ 其他 ⁽²⁾	-	-	-	3.8	14

Accomplishment Training for the Young MC Employees 年輕大眾傳播業僱員的素養	Degree of Importance 重要程度				Rank in Highly Important 按高度重要程度降序排列
	Not at All Important 極不重要 (%)*	Unimportant 不重要 (%)*	Somewhat Important 有些重要 (%)*	Highly Important 高度重要 (%)*	
Media Production Sector 媒體製作業					
Team Work 團隊合作	-	-	22.2	77.8	1
Working Attitude 工作態度	-	-	23.2	76.8	2
Punctuality 守時	0.5	0.5	31.5	67.5	3
Concentration on Work 專心工作	-	0.5	50.2	49.3	4
Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right) 保護公司有形及無形資產 (或知識產權)	-	2.0	54.2	43.8	5
Interpersonal Communication Skills 人際溝通技巧	-	0.5	63.5	36.0	6
Protection of Privacy 保障私隱	-	1.0	64.0	35.0	7
Passion 熱誠	-	0.5	66.5	33.0	8
Emotional Management 情緒管理	-	-	70.9	29.1	9
Degree of Loyalty 忠誠度	0.5	0.5	70.4	28.6	10
Etiquette 禮儀	-	0.5	72.9	26.6	11
Creativity 創意	-	-	73.4	26.6	11
Media and Information Literacy 媒體與資訊素養	0.5	0.5	76.4	22.7	13
Others ⁽²⁾ 其他 ⁽²⁾	-	-	-	12.8	14

* As a percentage of number of responding cases by sector.
佔填覆公司百分率 (按行業劃分)。

Notes: (1) The journalism sector and digital / new media sector includes advertising sales / PR / marketing department in media organizations.
新聞業及數碼 / 新媒體業包括傳媒機構內的廣告 / 公共關係 / 市場部。

(2) Others Accomplishment Training Reported:

其他填報的素養培訓項目

- (a) Industry Specific Skills (Advertising and Public Relations Sector) e.g.: Finance knowledge, Intellectual property and copyright law, Computer Graphic/ Artwork design, Research skills related to advertising product and media technology development, Advertisement/ Hardware or software Interaction Design, Computer software knowledge
業內專業技能 (廣告與公共關係業) 如.: 財務知識、知識產權及版權、電腦圖像/ 原稿設計、廣告商品及媒體科技發展相關資訊搜查技巧、廣告/ 軟硬件互動設計、電腦軟件知識
- (b) Language Skills, e.g.: Korean, Japanese, Chinese Dialect
語文技能如.: 韓國語、日本語、中國方言
- (c) Administrative/ Time management skills, Mentorship, Customer Service, Communication skills
行政/ 時間管理技巧、導師指導技巧、顧客服務、溝通技巧

**Table 9.1 Preferred Educational Level of MC Employees in Newspapers
by Job Level by Job Code / Title**
**表 9.1 報紙業機構大眾傳播僱員宜有的教育程度
(按技能等級及職務編號/職稱劃分)**

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
MANAGERIAL LEVEL 經理級							
101	Editor-in-Chief; The Editor 總編輯	2	55	-	-	-	4
102	Deputy Editor; Deputy Editor- in-Chief 副總編輯	5	82	-	-	-	8
103	News Director 新聞總監	-	10	-	-	-	2
Sub-Total 小計		7	147	-	-	-	14
SUPERVISORY LEVEL 主任級							
201	Managing Editor 編輯主任	-	132	2	1	-	17
202	News / Assignment Editor 總採訪/採訪主任	-	201	-	-	-	4
203	International News Editor 國際新聞主任	-	8	-	-	-	2
204	China / National News Editor 中國新聞主任	-	20	-	-	-	4
205	Assignment Editor (Photography) 攝影主任	-	16	2	-	-	3
206	Editorial / Leader Writer 主筆	-	22	3	-	-	18
Sub-Total 小計		-	399	7	1	-	48
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採/製作/執行人員級							
301	Senior Layout Editor; Layout Editor 資深(高級)版面編輯;版 面編輯	-	354	11	15	-	69
302	Sub-editor / Copy Editor 文稿編輯	-	541	-	18	-	3
303	Senior Reporter; Reporter 資深(高級)記者;記者	-	1 516	4	48	-	105

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (Continued) 編採／製作／執行人員級(續)							
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者; 攝影記者	-	174	87	-	-	11
305	Senior Translator; Translator 資深(高級)翻譯員; 翻譯員	-	73	-	-	-	7
306	Online Editor 網絡編輯	-	41	-	-	-	3
307	Senior Designer 資深(高級)美術設計員	-	11	77	43	-	11
308	Graphic Artist 正稿製作員	-	-	44	-	-	2
309	Senior Producer; Producer 高級監製; 監製	-	1	-	-	-	2
Sub-Total 小計		-	2 711	223	124	-	213
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級							
401	Designer 美術設計員	-	12	10	191	-	23
402	Typesetter 植字員	-	-	-	12	6	4
403	Layout Artist 排版員	-	25	227	61	-	14
404	Proof-Reader 校對員	-	8	39	45	-	28
405	Darkroom Person 黑房工作人員	-	-	22	-	-	12
406	Librarian 資料室人員	-	3	-	58	-	11
407	Researcher 資料蒐集員	-	-	-	41	-	19
408	Web Page Designer 網頁製作員	-	15	40	-	-	3
409	Webmaster 網主	-	1	-	-	-	-
410	Digital Designer 數碼媒體設計員	-	1	22	-	-	-
Sub-Total 小計		-	65	360	408	6	114
GRAND TOTAL 總計		7	3 322	590	533	6	389

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.
註 : 數字因經統計處理可能有些微偏差。

**Table 9.2 Preferred Educational Level of MC Employees in Magazines
by Job Level by Job Code / Title**
**表 9.2 雜誌業機構大眾傳播僱員宜有的教育程度
(按技能等級及職務編號/職稱劃分)**

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
MANAGERIAL LEVEL 經理級							
101	Editor-in-Chief; The Editor 總編輯	5	139	17	5	-	21
102	Deputy Editor; Deputy Editor- in-Chief 副總編輯	-	41	1	-	-	3
Sub-Total 小計		5	180	18	5	-	24
SUPERVISORY LEVEL 主任級							
201	Managing Editor 編輯主任	-	166	30	3	-	24
202	News / Assignment Editor 總採訪/採訪主任	-	42	11	-	-	-
203	International News Editor 國際新聞主任	-	30	-	-	-	10
204	China / National News Editor 中國新聞主任	-	8	-	-	-	8
205	Assignment Editor (Photography) 攝影主任	-	6	24	1	-	-
206	Editorial / Leader Writer 主筆	-	24	83	2	-	1
Sub-Total 小計		-	276	148	6	-	43
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採/製作/執行人員級							
301	Senior Layout Editor; Layout Editor 資深(高級)版面編輯; 版 面編輯	-	166	63	66	-	22
302	Sub-editor / Copy Editor 文稿編輯	-	235	46	26	-	18
303	Senior Reporter; Reporter 資深(高級)記者; 記者	-	319	62	164	-	32
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者; 攝影記者	-	48	145	116	-	11

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
EDITORIAL / PRODUCTION LEVEL (Continued) 編採／製作人員級(續)							
305	Senior Translator; Translator 資深(高級)翻譯員; 翻譯 員	-	22	10	-	-	5
306	Online Editor 網絡編輯	-	14	30	9	-	2
307	Senior Designer 資深(高級)美術設計員	-	19	55	39	-	9
308	Graphic Artist 正稿製作員	-	8	32	46	-	20
309	Senior Producer; Producer 高級監製; 監製	-	18	-	-	-	-
Sub-Total 小計		-	849	443	466	-	119
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級							
401	Designer 美術設計員	-	72	94	98	-	30
402	Typesetter 植字員	-	-	-	10	-	-
403	Layout Artist 排版員	-	9	27	10	-	4
404	Proof-Reader 校對員	-	-	5	51	-	-
406	Librarian 資料室人員	-	8	-	-	-	-
407	Researcher 資料蒐集員	-	-	-	12	-	4
408	Web Page Designer 網頁製作員	-	10	37	5	-	-
409	Webmaster 網主	-	2	5	4	-	3
410	Digital Designer 數碼媒體設計員	-	-	4	26	-	13
Sub-Total 小計		-	101	172	216	-	54
GRAND TOTAL 總計		5	1 406	781	693	-	240

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.
註: 數字因經統計處理可能有些微偏差。

Table 9.3 Preferred Educational Level of MC Employees in News & Information Department in Radio and Television Stations
表 9.3 電台及電視台的新聞及資訊部大眾傳播僱員宜有的教育程度
(按技能等級及職務編號/職稱劃分)

Job Code 職務編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書, 或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
MANAGERIAL LEVEL 經理級							
111	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	-	17	-	-	-	34
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	-	23	-	-	-	3
Sub-Total 小計		-	40	-	-	-	37
SUPERVISORY LEVEL 主任級							
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	-	14	1	-	-	14
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	-	54	3	-	-	17
213	Managing Editor 編輯主任	-	15	-	-	-	7
214	Deputy / Assistant Managing Editor 副編輯主任	-	12	1	-	-	7
215	Executive Producer 執行監製／製作主任	-	17	13	-	-	26
Sub-Total 小計		-	112	18	-	-	71
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級							
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	-	64	26	-	-	163
312	News Anchor /Announcer 新聞主播／報告員	-	44	34	-	-	19
313	News Translator 新聞翻譯員	-	-	15	-	-	7

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
EDITORIAL / PRODUCTION LEVEL (Continued) 編採／製作人員級(續)							
314	Senior Reporter; Reporter 高級記者；記者	-	204	75	-	-	106
315	Cameraman 電視攝影師	-	1	69	166	-	37
316	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	-	19	31	85	-	137
317	Online Editor 網絡編輯	-	10	6	3	-	2
318	Content Writer; Script Writer 撰稿員	-	6	-	-	-	-
Sub-Total 小計		-	348	256	254	-	471
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級							
412	Web Page Designer 網頁製作員	-	1	8	-	-	13
413	Webmaster 網主	-	2	-	-	-	5
414	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演；製作助理；錄影廠製 作經理；影片剪接；字幕操 作員	-	16	217	68	-	283
415	Duty Director 值日導播員	-	-	19	-	-	-
416	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效 設計師；3D 動畫師；2D 動 畫師	-	-	36	-	-	18
417	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音 員	-	-	1	53	-	11
418	Set Designer 佈景設計師	-	-	16	-	-	38

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位， 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書，或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試， 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三， 或同等教育程 度)	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL (Continued) 輔助／技術人員級（續）							
419	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝	-	-	1	67	-	16
Sub-Total 小計		-	19	298	188	-	384
GRAND TOTAL 總計		-	519	572	442	-	963

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.
註：數字因經統計處理可能有些微偏差。

**Table 9.4 Preferred Educational Level of MC Employees in News Agencies
by Job Level by Job Code / Title**
**表 9.4 新聞通訊社大眾傳播僱員宜有的教育程度
(按技能等級及職務編號/職稱劃分)**

Job Code 職務編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
MANAGERIAL LEVEL 經理級							
101	Editor-in-Chief; The Editor 總編輯	1	5	-	-	-	-
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	2	5	-	-	-	-
103	News Director 新聞總監	-	2	-	-	-	-
Sub-Total 小計		3	12	-	-	-	-
SUPERVISORY LEVEL 主任級							
201	Managing Editor 編輯主任	2	9	-	-	-	-
202	News / Assignment Editor 總採訪/採訪主任	-	12	-	-	-	1
203	International News Editor 國際新聞主任	-	1	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	1	1	-	-	-
Sub-Total 小計		2	23	1	-	-	1
EDITORIAL / PRODUCTION LEVEL 編採/製作人員級							
301	Senior Layout Editor; Layout Editor 資深(高級)版面編輯;版面 編輯	-	12	-	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	14	9	-	-	-
303	Senior Reporter; Reporter 資深(高級)記者;記者	-	79	7	-	-	-
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者;攝影 記者	-	6	5	-	-	-
305	Senior Translator; Translator 資深(高級)翻譯員;翻譯員	-	4	-	-	-	-

Job Code 職務編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書, 或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
EDITORIAL / PRODUCTION LEVEL (Continued) 編採／製作人員級 (續)							
306	Online Editor 網絡編輯	8	2	6	-	-	-
308	Graphic Artist 正稿製作員	-	4	-	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	4	-	-	-	-
Sub-Total 小計		8	125	27	-	-	-
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級							
401	Designer 美術設計員	-	1	-	-	-	-
408	Web Page Designer 網頁製作員	-	-	4	1	-	-
Sub-Total 小計		-	1	4	1	-	-
GRAND TOTAL 總計		13	161	32	1	-	1

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.
註：數字因經統計處理可能有些微偏差。

**Table 9.5 Preferred Educational Level of MC Employees in Digital / New Media
by Job Level by Job Code / Title**
**表 9.5 數碼／新媒體大眾傳播僱員宜有的教育程度
(按技能等級及職務編號／職稱劃分)**

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書, 或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
MANAGERIAL LEVEL 經理級							
101	Editor-in-Chief; The Editor 總編輯	-	3	1	-	-	1
103	News Director 新聞總監	-	1	-	-	-	1
193	Chief Technology Officer; Chief Technical Director 首席技術主任；首席技術總 監	-	2	-	-	-	-
194	Chief (Digital) Content Officer; Director of Digital Media 首席(數碼)內容總監； 數碼媒體總監	2	3	-	-	-	-
196	Creative Director 創意總監	-	3	-	-	-	-
197	Account Director 客戶總監	-	3	-	-	-	-
Sub-Total 小計		2	15	1	-	-	2
SUPERVISORY LEVEL 主任級							
201	Managing Editor 編輯主任	-	8	11	-	-	1
202	News / Assignment Editor 總採訪／採訪主任	-	11	-	-	-	8
204	China / National News Editor 中國新聞主任	-	2	-	-	-	-
206	Editorial / Leader Writer 主筆	-	16	-	-	-	-
290	Technical Manager 技術經理	-	3	-	-	-	-
291	Research and Development Manager 研發經理	-	16	-	-	-	-
292	Producer 監製	-	6	2	-	-	-
293	Digital Content Officer 數碼內容主任	-	19	-	-	-	-

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) 主任級(續)							
294	Production Manager 製作經理	-	2	-	-	-	-
Sub-Total 小計		-	83	13	-	-	9
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級							
301	Senior Layout Editor; Layout Editor 資深(高級)版面編輯; 版 面編輯	-	6	-	-	-	2
302	Sub-editor / Copy Editor 文稿編輯	-	1	4	-	-	-
303	Senior Reporter; Reporter 資深(高級)記者; 記者	-	13	32	2	-	20
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者; 攝 影記者	-	3	-	15	-	3
305	Senior Translator; Translator 資深(高級)翻譯員; 翻譯 員	-	1	-	-	-	1
306	Online Editor 網絡編輯	-	53	33	12	-	7
307	Senior Designer 資深(高級)美術設計員	-	5	1	-	-	-
308	Graphic Artist 正稿製作員	-	-	2	-	-	-
323	Copywriter 撰稿員	-	2	-	3	-	-
390	Web Designer 網頁程式設計員	-	8	30	3	-	2
394	Social Media Executive 社交媒體專員	-	1	-	-	-	-
395	Video Editor 影片剪接師	-	-	-	5	-	-
396	Multimedia Designer; Digital Designer 多媒體設計員; 數碼媒體設 計員	-	-	40	3	-	4
398	Project Executive 項目執行主任	-	3	1	-	-	-

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書, 或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (Continued) 編採／製作／執行人員級(續)							
399	Webmaster; Web specialist 網主；網頁專員	-	8	16	28	-	6
Sub-Total 小計		-	104	159	71	-	45
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級							
401	Designer 美術設計員	-	-	-	5	-	5
407	Researcher 資料蒐集員	-	-	-	9	-	5
492	Data Analyst 數據分析員	-	-	6	-	-	-
Sub-Total 小計		-	-	6	14	-	10
GRAND TOTAL 總計		2	202	179	85	-	66

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.
註：數字因經統計處理可能有些微偏差。

Table 9.6 Preferred Educational Level of MC Employees in Public Relations Services Suppliers by Job Level by Job Code / Title
表 9.6 公共關係服務供應商大眾傳播僱員宜有的教育程度 (按技能等級及職務編號/職稱劃分)

Job Code 職務編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
MANAGERIAL LEVEL 經理級							
131	Managing Director; General Manager 董事總經理; 總經理	1	213	-	-	-	13
132	Director of Client Services; Account Director 客戶服務總監	-	173	-	-	-	20
Sub-Total 小計		1	386	-	-	-	33
SUPERVISORY LEVEL 主任級							
231	Account Manager; Senior PR Consultant; PR Consultant 客戶服務經理; 高級公關顧問; 公關顧問	-	505	61	23	-	50
232	Chief Editor; Editor 總編輯; 編輯	8	18	-	-	-	3
233	Art Director 美術總監	-	21	1	-	-	-
Sub-Total 小計		8	544	62	23	-	53
EXECUTIONAL LEVEL 執行人員級							
331	Account Executive; PR Specialist; PR Officer; Press Officer 客戶服務主任; 公共關係主任; 新聞主任	-	560	136	32	-	62
332	Digital Media/Marketing Strategist 數碼媒體/市務策略師	-	18	3	-	-	-
333	Account Co-ordinator 客戶聯絡助理	-	136	89	33	-	16
334	Translator 翻譯員	-	18	-	-	-	-
335	Visualiser 美術製稿員	-	13	22	4	-	-
336	Graphic Artist 正稿製作員	-	19	23	-	-	-

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書, 或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
EXECUTIONAL LEVEL (Continued) 執行人員級 (續)							
337	Copywriter 撰稿員	-	17	4	30	-	-
338	Research Assistant 市場調查助理	-	14	2	1	-	-
Sub-Total 小計		-	795	279	100	-	78
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級							
431	Promoter 推廣員	-	100	-	2	-	-
Sub-Total 小計		-	100	-	2	-	-
GRAND TOTAL 總計		9	1 825	341	125	-	164

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.
註: 數字因經統計處理可能有些微偏差。

Table 9.7 Preferred Educational Level of MC Employees in Advertising Sales / PR / Marketing Department in Media Organizations by Job Level by Job Code / Title

表 9.7 傳媒機構內的廣告／公共關係／市場部大眾傳播僱員宜有的教育程度（按技能等級及職務編號／職稱劃分）

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
MANAGERIAL LEVEL 經理級							
181	Publisher; Managing Director; President 社長；董事經理；總裁	4	162	3	5	-	19
182	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長；副董事經理；副總裁；營運總監	2	99	3	2	-	14
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	8	189	1	1	-	17
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	-	36	6	-	-	5
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	4	94	3	-	-	13
186	Business Development Director 業務發展總監	2	60	-	-	-	7
187	Research Director 市場調查總監	-	5	-	-	-	3
188	Public Relations Director 公共關係總監	-	12	-	-	-	1
189	Art Director 美術總監	-	130	29	-	-	6
Sub-Total 小計		20	787	45	8	-	85
SUPERVISORY LEVEL 主任級							
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	-	420	97	52	-	115
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	78	27	9	-	44

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) 主任級(續)							
283	Marketing / Marketing Services / Program Manager 市場/市場服務/項目經理	-	203	23	5	-	35
284	Research Manager 市場調查經理	-	11	1	-	-	5
285	Traffic / Advertising Administration Manager 聯絡/廣告行政經理	-	43	14	5	-	3
286	Public Relations Manager 公共關係經理	-	27	10	-	-	6
287	Sales Training / Support Manager 銷售訓練/支援經理	-	13	2	-	-	1
288	Business Development Manager 業務發展經理	-	20	-	-	-	-
Sub-Total 小計		-	815	174	71	-	209
EXECUTIONAL LEVEL 執行人員級							
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理/主任; 客戶主任	-	381	192	396	-	101
382	Marketing Assistant / Executive 市場助理/主任	-	133	156	81	-	35
383	Research Assistant / Executive 市場調查助理/主任	-	25	18	9	-	13
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員; 廣告行政助理	-	177	75	67	-	51
385	Public Relations Assistant / Executive 公共關係助理/主任	-	73	9	9	-	15
Sub-Total 小計		-	789	450	562	-	215

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書, 或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級							
481	Promoter 推廣員	-	4	-	7	-	-
<i>Sub-Total 小計</i>		-	4	-	7	-	-
GRAND TOTAL 總計		20	2 395	669	648	-	509

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.
註：數字因經統計處理可能有些微偏差。

Table 9.8 Preferred Educational Level of MC Employees in Advertising Companies, Agencies and Other Advertising Services by Job Level by Job Code / Title
表 9.8 廣告業機構大眾傳播僱員宜有的教育程度 (按技能等級及職務編號/職稱劃分)

Job Code 職務編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如碩士學位)或同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文憑、專業文憑、高級證書, 或同等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、文憑、香港中學文憑考試, 或同等教育程度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程度)	Unspecified 未有說明
MANAGERIAL LEVEL 經理級							
161	Managing Director; General Manager 董事經理; 總經理	-	375	5	-	-	78
162	Director of Client Services / Account Servicing 客戶服務總監	1	32	15	-	-	4
163	Group Account Director; Account Director 客戶總監	7	169	3	-	-	40
164	Director of Strategic Planning 品牌策劃總監	-	13	-	-	-	6
165	Executive Creative Director 執行創作總監	-	57	-	-	-	1
166	Creative Group Head; Creative Director 創作總監	-	235	26	-	-	44
168	Head of TV Production 電視廣告製作主任	-	20	2	-	-	3
169	Media Planning Director 媒介策劃總監	-	60	-	-	-	4
170	Media Buying Director 媒介採購總監	-	9	-	-	-	-
171	Media Group Head; Group Director; Associate Director 媒介組主任; 客戶總監; 副總監	3	15	-	-	-	12
Sub-Total 小計		11	985	51	-	-	192
SUPERVISORY LEVEL 主任級							
261	Associate Account Director; Account Manager 副客戶總監; 客戶經理	17	1 101	165	18	-	92
262	Art Director 美術總監	-	619	396	1	-	76
263	Studio Manager 正稿製作經理	-	22	9	-	-	3

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) 主任級 (續)							
264	Production Manager 製作經理	-	82	80	20	-	17
265	Traffic Manager 流程統籌經理	-	3	3	-	-	35
266	TV Producer 廣告製片	-	45	8	-	-	27
267	Media Planning Manager 媒介策劃經理	-	77	21	-	-	7
268	Media Buying Manager 媒介採購經理	-	9	-	-	-	7
269	Research Manager; Research Planner 市場調查經理; 策略策劃員	-	12	-	-	-	10
270	Senior PR Consultant; PR Consultant 高級公關顧問; 公關顧問	-	34	9	-	-	-
271	Marketing / Marketing Services / Program Manager 市場/市場服務/項目經理	-	141	10	2	-	17
Sub-Total 小計		17	2 145	701	41	-	291
EXECUTIONAL LEVEL 執行人員級							
361	Account Executive 客戶主任	-	901	522	755	4	205
362	Visualiser 草稿繪製員	-	4	8	260	-	17
363	Graphic Artist 正稿製作員	-	30	1 126	1 195	42	30
364	Copywriter 撰稿員	-	114	144	8	-	27
365	Media Planner; Media Executive 媒介策劃員; 媒介主任	-	279	10	-	-	26
366	Media Buyer 媒介採購員	-	63	50	4	-	-
367	Traffic Co-ordinator 流程統籌	-	17	72	100	-	1
368	Production Assistant 製作助理	-	27	45	180	-	35
369	Research Assistant 市場調查助理	-	21	4	-	-	-

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
EXECUTIONAL LEVEL (Continued) 執行人員級 (續)							
370	Photographer 廣告攝影師	-	6	3	74	-	5
371	Online Editor 網絡編輯	-	19	3	65	-	1
372	Marketing Assistant / Executive 市場助理/主任	-	90	68	58	-	10
373	Strategic Planner 品牌策劃員	-	12	-	-	-	-
374	Community Manager 社群經理	-	6	-	-	-	-
375	Senior Brand Designer/ Brand Designer 資深品牌設計師/品牌設計 師	-	-	-	50	-	34
376	Package Designer 包裝設計師	-	-	50	-	-	-
377	Digital Strategist 數碼策略師	-	3	-	-	-	-
Sub-Total 小計		-	1 592	2 105	2 749	46	391
SUPPORTING / TECHNICAL LEVEL 輔助/技術人員級							
461	Designer 美術設計師	-	76	1 312	825	27	125
462	Digital Designer 數碼媒體設計師	-	108	205	38	-	81
463	Webmaster 網主	17	46	6	35	-	-
464	Technician 技術員	-	52	30	21	76	3
465	Promoter 推廣員	-	-	-	42	-	-
Sub-Total 小計		17	282	1 553	961	103	209
GRAND TOTAL 總計		45	5 004	4 410	3 751	149	1 083

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.
註: 數字因經統計處理可能有些微偏差。

Table 9.9 Preferred Educational Level of MC Employees in Corporate Communications / Public Relations / Advertising / Marketing Department in Companies / Institutions by Job Level by Job Code / Title
表 9.9 公司或機構內企業傳訊／公共關係／廣告／市場部大眾傳播僱員宜有的教育程度
(按技能等級及職務編號／職稱劃分)

Job Code 職務編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位， 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書，或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試， 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三， 或同等教育程 度)	Unspecified 未有說明
MANAGERIAL LEVEL 經理級							
141	General Manager / Director / Head of Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共 事務總經理／總監／主管	7	208	-	-	-	33
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／ 總監／主管	6	54	-	-	-	-
143	General Manager / Director / Head of Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣 總經理／總監／主管	-	87	3	-	-	18
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／ 公共事務經理	5	307	-	-	-	57
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	2	102	-	-	-	39
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	243	-	-	-	55
147	Community Relations Manager 社區關係經理	-	41	-	-	-	-
148	Market Research Manager 市場調查經理	-	33	-	-	-	-
149	Publication Manager 出版經理	-	18	-	-	-	-

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級 文憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
MANAGERIAL LEVEL (Continued) 經理級 (續)							
150	Internal Communications Manager 內部傳訊經理	-	17	-	-	-	-
Sub-Total 小計		20	1 110	3	-	-	202
SUPERVISORY LEVEL 主任級							
241	Assistant Manager / Executive for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共 事務助理經理/主任	-	533	5	-	-	65
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理/ 主任	-	245	18	-	-	93
243	Assistant Manager / Executive for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣 助理經理/主任	-	321	20	3	-	45
244	Assistant Manager for Publication 助理出版經理	-	22	-	-	-	3
245	Chief Editor; Editor 總編輯; 編輯	-	91	8	-	-	-
246	TV Producer 廣告製片	-	12	-	-	-	-
247	Brand Design Director; Head of Brand Design 品牌設計總監	-	32	-	-	-	-
Sub-Total 小計		-	1 256	51	3	-	206
EXECUTIONAL LEVEL 執行人員級							
341	Officer / Assistant for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共 事務主任/助理	-	652	149	6	-	132

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
EXECUTIONAL LEVEL (Continued) 執行人員級 (續)							
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任/助理	-	386	161	-	-	84
343	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣 主任/助理	-	574	237	7	-	14
344	Officer / Assistant for Community Relations 社區關係主任/助理	-	30	18	-	-	-
345	Officer / Assistant for Market Research 市場調查主任/助理	-	71	-	16	-	7
346	Writer / Translator 撰稿/翻譯員	-	73	11	-	-	-
347	Officer / Assistant for Publication 出版主任/助理	-	64	8	1	-	-
348	Graphic Designer 廣告設計員	-	16	149	32	-	11
349	Photographer 攝影師	-	1	20	44	-	-
350	Online Editor 網絡編輯	-	7	2	-	-	-
351	Senior Brand Designer; Brand Designer 資深品牌設計師; 品牌設計 師	-	5	52	-	-	-
352	Package Designer 包裝設計師	-	1	-	-	-	-
353	Digital Media / Marketing Strategist 數碼媒體/市務策略師	-	1	5	-	-	7
354	Social Strategist 社交策略師	-	-	-	1	-	-
Sub-Total 小計		-	1 881	812	107	-	255

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書, 或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級							
441	Researcher 資料蒐集員	-	-	-	24	-	-
442	Web Page Designer 網頁製作員	-	1	30	22	-	-
Sub-Total 小計		-	1	30	46	-	-
GRAND TOTAL 總計		20	4 248	896	156	-	663

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.

註: 數字因經統計處理可能有些微偏差。

Table 9.10 Preferred Educational Level of MC Employees in Media Production Companies

by Job Level by Job Code / Title

表 9.10

媒體製作業機構大眾傳播僱員宜有的教育程度

(按技能等級及職務編號/職稱劃分)

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
MANAGERIAL LEVEL 經理級							
121	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	-	230	3	-	-	6
122	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監； 助理總監；創作總監；製作總監	-	179	81	1	-	42
123	Program Director; Promotion Director 項目總監；宣傳總監	-	58	-	-	-	1
124	Art Director 美術總監	-	47	-	1	-	33
Sub-Total 小計		-	514	84	2	-	82
SUPERVISORY LEVEL 主任級							
221	Head of Production; Head of Creation 製作主任；創作主任	33	92	112	36	-	20
Sub-Total 小計		33	92	112	36	-	20
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採/製作/執行人員級							
321	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導；編導；助理編導	-	219	486	66	-	246
322	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集員；資料撰稿員	-	7	33	-	-	-
323	Content Writer; Script Writer 撰稿員；編劇	-	11	162	70	-	4
Sub-Total 小計		-	237	681	136	-	250

Job Code 職務 編號	Job Title* 職稱	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位(如 碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育 程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文 憑、專業文憑、 高級證書,或同 等教育程度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、 文憑、香港中 學文憑考試, 或同等教育程 度)	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程 度)	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級							
421	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理; 影片剪接; 字幕操作員	-	27	305	419	33	111
422	Duty Director 值日導播員	-	7	-	16	-	-
423	Senior Cameraman; Cameraman 高級電視攝影師; 電視攝影 師	-	1	62	208	420	32
424	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師; 視覺特 效設計師; 3D 動畫師; 2D 動畫師	-	39	121	134	-	35
425	Visual Producer 視覺編導	-	-	26	7	-	18
426	Producer (Dubbing / Mixing); Boom Operator 配音效果/配音混錄; 收 音員	-	1	82	186	66	18
427	Set Designer 佈景設計師	-	-	-	132	-	1
428	Hair Stylist; Make up Artist; Dresser 髮型師; 化妝師; 服裝	-	-	-	172	-	-
Sub-Total 小計		-	75	596	1 274	519	215
GRAND TOTAL 總計		33	918	1 473	1 448	519	567

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.

註: 數字因經統計處理可能有些微偏差。

Table 10.1 Preferred Years of Relevant Experience of MC Employees in Newspapers by Job Level by Job Code / Title
表 10.1 報紙業機構大眾傳播僱員宜有的相關年資
(按技能等級及職務編號/職稱劃分)

Job Code 職務 編號	Job Title * 職稱	15 years or over 15年或 以上	10 to less than 15 years 10至15年 以下	7 to less than 10 years 7至10年 以下	5 to less than 7 years 5至7年 以下	2 to less than 5 years 2至5年 以下	Less than 2 years 2年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	6	10	36	4	-	-	-	5
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	10	5	50	20	-	-	-	10
103	News Director 新聞總監	-	-	9	1	-	-	-	2
<i>Sub-Total 小計</i>		16	15	95	25	-	-	-	17
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	4	31	82	9	2	-	24
202	News / Assignment Editor 總採訪/採訪主任	-	-	81	71	46	-	-	7
203	International News Editor 國際新聞主任	-	-	7	-	-	-	-	3
204	China / National News Editor 中國新聞主任	-	-	12	8	-	-	-	4
205	Assignment Editor (Photography) 攝影主任	-	-	3	13	2	-	-	3
206	Editorial / Leader Writer 主筆	-	1	21	2	-	-	-	19
<i>Sub-Total 小計</i>		-	5	155	176	57	2	-	60
EDITORIAL / PRODUCTION LEVEL 編採/製作人員級									
301	Senior Layout Editor; Layout Editor 資深(高級)版面編輯;版面編輯	-	-	37	133	126	70	13	70
302	Sub-editor / Copy Editor 文稿編輯	-	-	50	4	461	14	22	11
303	Senior Reporter; Reporter 資深(高級)記者;記者	-	-	136	157	804	397	53	126
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者;攝影記者	-	-	12	-	168	68	7	17
305	Senior Translator; Translator 資深(高級)翻譯員;翻譯員	-	-	-	23	49	-	-	8
306	Online Editor 網絡編輯	-	-	-	-	23	12	-	9
307	Senior Designer 資深(高級)美術設計員	-	-	-	8	120	-	1	13
308	Graphic Artist 正稿製作員	-	-	-	8	36	-	-	2
309	Senior Producer; Producer 高級監製;監製	-	-	-	-	-	-	-	3
<i>Sub-Total 小計</i>		-	-	235	333	1 787	561	96	259

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級									
401	Designer 美術設計員	-	-	-	-	205	-	6	25
402	Typesetter 植字員	-	-	-	-	12	-	6	4
403	Layout Artist 排版員	-	-	-	-	249	51	13	14
404	Proof-Reader 校對員	-	-	1	-	78	6	7	28
405	Darkroom Person 黑房工作人員	-	-	-	-	-	22	-	12
406	Librarian 資料室人員	-	-	-	-	6	52	3	11
407	Researcher 資料蒐集員	-	-	-	-	41	-	-	19
408	Web Page Designer 網頁製作員	-	-	-	11	22	22	-	3
409	Webmaster 網主	-	-	-	1	-	-	-	-
410	Digital Designer 數碼媒體設計員	-	-	-	-	-	22	-	1
<i>Sub-Total 小計</i>		-	-	<i>1</i>	<i>12</i>	<i>613</i>	<i>175</i>	<i>35</i>	<i>117</i>
GRAND TOTAL 總計		16	20	486	546	2 457	738	131	453

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 10.2 Preferred Years of Relevant Experience of MC Employees in Magazines by Job Level by Job Code / Title
表 10.2 雜誌業機構大眾傳播僱員宜有的相關年資
(按技能等級及職務編號/職稱劃分)

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	9	47	44	66	-	-	-	21
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	2	5	23	9	3	-	-	3
Sub-Total 小計		11	52	67	75	3	-	-	24
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	2	12	17	101	33	34	-	24
202	News / Assignment Editor 總採訪/採訪主任	-	29	-	-	14	10	-	-
203	International News Editor 國際新聞主任	-	-	30	-	-	-	-	10
204	China / National News Editor 中國新聞主任	-	-	-	8	-	-	-	8
205	Assignment Editor (Photography) 攝影主任	-	-	4	21	3	3	-	-
206	Editorial / Leader Writer 主筆	-	-	30	11	1	67	-	1
Sub-Total 小計		2	41	81	141	51	114	-	43
EDITORIAL / PRODUCTION LEVEL 編採/製作人員級									
301	Senior Layout Editor; Layout Editor 資深(高級)版面編輯;版面編輯	-	54	20	15	146	60	-	22
302	Sub-editor / Copy Editor 文稿編輯	-	-	2	19	282	-	4	18
303	Senior Reporter; Reporter 資深(高級)記者;記者	-	72	-	7	292	174	-	32
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者;攝影記者	-	-	2	74	209	24	-	11
305	Senior Translator; Translator 資深(高級)翻譯員;翻譯員	-	-	17	9	6	-	-	5
306	Online Editor 網絡編輯	-	-	-	10	43	-	-	2
307	Senior Designer 資深(高級)美術設計員	-	-	26	13	74	-	-	9
308	Graphic Artist 正稿製作員	-	-	-	16	66	-	4	20
309	Senior Producer; Producer 高級監製;監製	-	-	-	-	18	-	-	-
Sub-Total 小計		-	126	67	163	1 136	258	8	119

Job Code 職務 編號	Job Title * 職稱	15 years or over 15年或 以上	10 to less than 15 years 10至15年 以下	7 to less than 10 years 7至10年 以下	5 to less than 7 years 5至7年 以下	2 to less than 5 years 2至5年 以下	Less than 2 years 2年以下	No experience required 毋需經驗	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級									
401	Designer 美術設計員	-	-	45	19	70	130	-	30
402	Typesetter 植字員	-	-	-	-	8	2	-	-
403	Layout Artist 排版員	-	-	2	-	10	34	-	4
404	Proof-Reader 校對員	-	-	1	-	49	6	-	-
406	Librarian 資料室人員	-	-	-	-	8	-	-	-
407	Researcher 資料蒐集員	-	-	-	-	12	-	-	4
408	Web Page Designer 網頁製作員	-	-	1	4	8	39	-	-
409	Webmaster 網主	-	-	-	2	5	4	-	3
410	Digital Designer 數碼媒體設計員	-	-	-	-	21	9	-	13
<i>Sub-Total 小計</i>		-	-	49	25	191	224	-	54
GRAND TOTAL 總計		13	219	264	404	1 381	596	8	240

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.

註：數字因經統計處理可能有些微偏差。

Table 10.3

**Preferred Years of Relevant Experience of MC Employees in
News & Information Department in Radio and Television Stations
by Job Level by Job Code / Title
電台及電視台的新聞及資訊部
大眾傳播僱員宜有的相關年資
(按技能等級及職務編號/職稱劃分)**

表 10.3

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
111	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	5	4	8	-	-	-	-	34
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監； 新聞經理	11	7	3	2	-	-	-	3
Sub-Total 小計		16	11	11	2	-	-	-	37
SUPERVISORY LEVEL 主任級									
211	Executive News / Assignment / Planning Editor 總採訪/策劃主任	5	2	3	5	-	-	-	14
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪/策劃主任	6	5	45	1	-	-	-	17
213	Managing Editor 編輯主任	5	2	5	3	-	-	-	7
214	Deputy / Assistant Managing Editor 副編輯主任	9	2	-	1	1	-	-	7
215	Executive Producer 執行監製/製作主任	8	1	4	17	-	-	-	26
Sub-Total 小計		33	12	57	27	1	-	-	71
EDITORIAL / PRODUCTION LEVEL 編採/製作人員級									
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	-	-	67	6	7	10	-	163
312	News Anchor/Announcer 新聞主播/報告員	-	-	-	1	61	16	-	19
313	News Translator 新聞翻譯員	-	-	-	-	15	-	-	7
314	Senior Reporter; Reporter 高級記者；記者	-	-	61	60	130	28	-	106
315	Cameraman 電視攝影師	-	-	-	113	119	4	-	37
316	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	-	-	8	28	91	8	-	137
317	Online Editor 網絡編輯	-	-	-	-	11	8	-	2
318	Content Writer; Script Writer 撰稿員	-	-	-	3	-	3	-	-
Sub-Total 小計		-	-	136	211	434	77	-	471

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級									
412	Web Page Designer 網頁製作員	-	-	-	2	-	7	-	13
413	Webmaster 網主	-	-	-	2	-	-	-	5
414	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演; 製作助理; 錄影廠製作經理; 影片剪接; 字幕操作員	-	1	4	12	248	36	-	283
415	Duty Director 值日導播員	-	-	18	-	1	-	-	-
416	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師; 視覺特效設計 師; 3D 動畫師; 2D 動畫師	-	-	-	33	3	-	-	18
417	Producer (Dubbing / Mixing); Boom Operator 配音效果 / 配音混錄; 收音員	-	-	-	1	4	49	-	11
418	Set Designer 佈景設計師	-	-	16	-	-	-	-	38
419	Hair Stylist; Make up Artist; Dresser 髮型師; 化妝師; 服裝	-	-	-	-	1	67	-	16
Sub-Total 小計		-	1	38	50	257	159	-	384
GRAND TOTAL 總計		49	24	242	290	692	236	-	963

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.
註: 數字因經統計處理可能有些微偏差。

Table 10.4 Preferred Years of Relevant Experience of MC Employees in News Agencies by Job Level by Job Code / Title
表 10.4 新聞通訊社大眾傳播僱員宜有的相關年資 (按技能等級及職務編號/職稱劃分)

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	2	-	1	3	-	-	-	-
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	3	-	2	2	-	-	-	-
103	News Director 新聞總監	-	1	-	1	-	-	-	-
<i>Sub-Total 小計</i>		5	1	3	6	-	-	-	-
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	-	1	1	9	-	-	-
202	News / Assignment Editor 總採訪/採訪主任	-	-	-	2	10	-	-	1
203	International News Editor 國際新聞主任	-	-	-	1	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	-	-	-	2	-	-	-
<i>Sub-Total 小計</i>		-	-	1	4	21	-	-	1
EDITORIAL / PRODUCTION LEVEL 編採/製作人員級									
301	Senior Layout Editor; Layout Editor 資深(高級)版面編輯;版面編輯	-	-	-	5	7	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	-	-	4	11	-	8	-
303	Senior Reporter; Reporter 資深(高級)記者;記者	-	-	2	6	69	-	9	-
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者;攝影記者	-	-	1	-	5	5	-	-
305	Senior Translator; Translator 資深(高級)翻譯員;翻譯員	-	-	-	-	4	-	-	-
306	Online Editor 網絡編輯	-	-	-	-	5	11	-	-
308	Graphic Artist 正稿製作員	-	-	-	-	4	-	-	-
309	Senior Producer; Producer 高級監製;監製	-	-	4	-	-	-	-	-
<i>Sub-Total 小計</i>		-	-	7	15	105	16	17	-

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級									
401	Designer 美術設計員	-	-	-	-	1	-	-	-
408	Web Page Designer 網頁製作員	-	-	-	-	-	5	-	-
<i>Sub-Total 小計</i>		-	-	-	-	<i>1</i>	<i>5</i>	-	-
GRAND TOTAL 總計		5	1	11	25	127	21	17	1

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.
註：數字因經統計處理可能有些微偏差。

Table 10.5 Preferred Years of Relevant Experience of MC Employees in Digital / New Media by Job Level by Job Code / Title
表 10.5 數碼／新媒體大眾傳播僱員宜有的相關年資
(按技能等級及職務編號／職稱劃分)

Job Code 職務 編號	Job Title * 職稱	15 years or over 15年或 以上	10 to less than 15 years 10至15年 以下	7 to less than 10 years 7至10年 以下	5 to less than 7 years 5至7年 以下	2 to less than 5 years 2至5年 以下	Less than 2 years 2年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	3	-	-	-	-	-	-	2
103	News Director 新聞總監	-	-	1	-	-	-	-	1
193	Chief Technology Officer; Chief Technical Director 首席技術主任；首席技術總監	1	1	-	-	-	-	-	-
194	Chief (Digital) Content Officer; Director of Digital Media 首席(數碼)內容總監； 數碼媒體總監	-	2	3	-	-	-	-	-
196	Creative Director 創意總監	-	-	3	-	-	-	-	-
197	Account Director 客戶總監	-	-	3	-	-	-	-	-
Sub-Total 小計		4	3	10	-	-	-	-	3
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	-	5	14	-	-	-	1
202	News / Assignment Editor 總採訪／採訪主任	-	-	3	8	-	-	-	8
204	China / National News Editor 中國新聞主任	-	-	-	-	2	-	-	-
206	Editorial / Leader Writer 主筆	-	-	-	-	16	-	-	-
290	Technical Manager 技術經理	2	-	-	-	1	-	-	-
291	Research and Development Manager 研發經理	-	-	4	12	-	-	-	-
292	Producer 監製	-	-	3	5	-	-	-	-
293	Digital Content Officer 數碼內容主任	-	1	-	18	-	-	-	-
294	Production Manager 製作經理	-	-	-	2	-	-	-	-
Sub-Total 小計		2	1	15	59	19	-	-	9
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級									
301	Senior Layout Editor; Layout Editor 資深(高級)版面編輯；版面編輯	-	-	-	4	2	-	-	2
302	Sub-editor / Copy Editor 文稿編輯	-	-	-	1	4	-	-	-
303	Senior Reporter; Reporter 資深(高級)記者；記者	-	-	-	-	43	4	-	20
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者；攝影記者	-	-	-	-	15	3	-	3
305	Senior Translator; Translator 資深(高級)翻譯員；翻譯員	-	-	-	1	-	-	-	1

Job Code 職務 編號	Job Title * 職稱	15 years or over 15年或 以上	10 to less than 15 years 10至15年 以下	7 to less than 10 years 7至10年 以下	5 to less than 7 years 5至7年 以下	2 to less than 5 years 2至5年 以下	Less than 2 years 2年以下	No experience required 毋需經驗	Unspecified 未有說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (Continued) 編採／製作／執行人員級 (續)									
306	Online Editor 網絡編輯	-	-	-	-	64	28	6	7
307	Senior Designer 資深(高級)美術設計員	-	-	-	4	-	2	-	-
308	Graphic Artist 正稿製作員	-	-	-	-	2	-	-	-
323	Copywriter 撰稿員	-	-	-	3	2	-	-	-
390	Web Designer 網頁程式設計員	-	-	-	6	18	17	-	2
394	Social Media Executive 社交媒體專員	-	-	-	-	1	-	-	-
395	Video Editor 影片剪接師	-	-	-	-	4	1	-	-
396	Multimedia Designer; Digital Designer 多媒體設計員；數碼媒體設計員	-	-	-	-	28	15	-	4
398	Project Executive 項目執行主任	-	-	-	3	-	1	-	-
399	Webmaster; Web specialist 網主；網頁專員	-	-	-	2	24	6	20	6
Sub-Total 小計		-	-	-	24	207	77	26	45
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	-	-	-	3	-	2	5
407	Researcher 資料蒐集員	-	-	-	-	-	9	-	5
492	Data Analyst 數據分析員	-	-	-	-	1	5	-	-
Sub-Total 小計		-	-	-	-	4	14	2	10
GRAND TOTAL 總計		6	4	25	83	230	91	28	67

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.
註：數字因經統計處理可能有些微偏差。

Table 10.6 Preferred Years of Relevant Experience of MC Employees in Public Relations Services Suppliers by Job Level by Job Code / Title
表 10.6 公共關係服務供應商大眾傳播僱員宜有的相關年資
(按技能等級及職務編號/職稱劃分)

Job Code 職務編號	Job Title * 職稱	15 years or over 15年或以上	10 to less than 15 years 10至15年以下	7 to less than 10 years 7至10年以下	5 to less than 7 years 5至7年以下	2 to less than 5 years 2至5年以下	Less than 2 years 2年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
131	Managing Director; General Manager 董事總經理；總經理	27	91	28	49	18	-	-	14
132	Director of Client Services; Account Director 客戶服務總監	6	97	17	43	8	-	-	22
Sub-Total 小計		33	188	45	92	26	-	-	36
SUPERVISORY LEVEL 主任級									
231	Account Manager; Senior PR Consultant; PR Consultant 客戶服務經理；高級公關顧問；公關顧問	-	9	173	211	187	8	-	51
232	Chief Editor; Editor 總編輯；編輯	9	-	4	-	6	-	-	10
233	Art Director 美術總監	-	5	3	13	1	-	-	-
Sub-Total 小計		9	14	180	224	194	8	-	61
EXECUTIONAL LEVEL 執行人員級									
331	Account Executive; PR Specialist; PR Officer; Press Officer 客戶服務主任；公共關係主任；新聞主任	-	5	-	6	443	224	42	70
332	Digital Media/Marketing Strategist 數碼媒體/市務策略師	-	-	-	-	19	2	-	-
333	Account Co-ordinator 客戶聯絡助理	2	-	-	-	153	91	11	17
334	Translator 翻譯員	-	-	-	6	10	2	-	-
335	Visualiser 美術製稿員	-	-	-	-	27	12	-	-
336	Graphic Artist 正稿製作員	-	-	-	-	21	14	-	7
337	Copywriter 撰稿員	-	-	-	-	51	-	-	-
338	Research Assistant 市場調查助理	-	-	-	-	2	10	5	-
Sub-Total 小計		2	5	-	12	726	355	58	94
SUPPORTING / TECHNICAL LEVEL 輔助/技術人員級									
431	Promoter 推廣員	-	-	-	-	-	2	100	-
Sub-Total 小計		-	-	-	-	-	2	100	-
Grand Total 總計		44	207	225	328	946	365	158	191

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.
註：數字因經統計處理可能有些微偏差。

Table 10.7 Preferred Years of Relevant Experience of MC Employees in Advertising Sales / PR / Marketing Department in Media Organizations by Job Level by Job Code / Title
表 10.7 傳媒機構內廣告／公共關係／市場部大眾傳播僱員宜有的相關年資（按技能等級及職務編號／職稱劃分）

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
181	Publisher; Managing Director; President 社長；董事經理；總裁	30	62	51	28	2	-	-	20
182	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長；副董事經理； 副總裁；營運總監	38	32	25	8	3	-	-	14
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	13	33	67	81	5	-	-	17
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	11	19	6	5	-	-	-	6
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	17	52	14	17	1	-	-	13
186	Business Development Director 業務發展總監	8	12	34	5	3	-	-	7
187	Research Director 市場調查總監	-	5	-	-	-	-	-	3
188	Public Relations Director 公共關係總監	5	4	-	2	1	-	-	1
189	Art Director 美術總監	9	28	53	38	31	-	-	6
Sub-Total 小計		131	247	250	184	46	-	-	87
SUPERVISORY LEVEL 主任級									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	49	12	119	202	182	-	2	118
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	5	2	28	17	60	-	-	46
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	18	46	87	80	-	-	35
284	Research Manager 市場調查經理	3	2	6	-	1	-	-	5
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	8	5	22	6	21	-	-	3
286	Public Relations Manager 公共關係經理	7	3	5	7	14	-	-	7
287	Sales Training / Support Manager 銷售訓練／支援經理	-	3	4	7	1	-	-	1
288	Business Development Manager 業務發展經理	1	-	6	12	1	-	-	-
Sub-Total 小計		73	45	236	338	360	-	2	215

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
EXECUTIONAL LEVEL 執行人員級									
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理／主任；客戶主任	-	-	18	91	619	204	37	101
382	Marketing Assistant / Executive 市場助理／主任	-	-	12	28	190	130	8	37
383	Research Assistant / Executive 市場調查助理／主任	-	-	8	31	13	-	-	13
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	-	-	10	30	246	31	1	52
385	Public Relations Assistant / Executive 公共關係助理／主任	-	-	2	22	48	16	3	15
Sub-Total 小計		-	-	50	202	1 116	381	49	218
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
481	Promoter 推廣員	-	-	-	-	-	11	-	-
Sub-Total 小計		-	-	-	-	-	11	-	-
GRAND TOTAL 總計		204	292	536	724	1 522	392	51	520

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 10.8

Preferred Years of Relevant Experience of MC Employees in Advertising Companies, Agencies and Other Advertising Services

by Job Level by Job Code / Title

表 10.8

廣告業機構大眾傳播僱員宜有的相關年資
(按技能等級及職務編號/職稱劃分)

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
161	Managing Director; General Manager 董事經理；總經理	64	98	105	117	12	2	-	60
162	Director of Client Services / Account Servicing 客戶服務總監	5	37	2	4	-	-	-	4
163	Group Account Director; Account Director 客戶總監	6	130	22	19	6	-	-	36
164	Director of Strategic Planning 品牌策劃總監	1	12	-	-	-	-	-	6
165	Executive Creative Director 執行創作總監	2	5	-	50	-	-	-	1
166	Creative Group Head; Creative Director 創作總監	17	190	11	33	10	-	-	44
168	Head of TV Production 電視廣告製作主任	6	16	-	-	-	-	-	3
169	Media Planning Director 媒介策劃總監	-	-	6	18	18	18	-	4
170	Media Buying Director 媒介採購總監	-	-	-	-	-	9	-	-
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	2	2	14	-	-	-	-	12
Sub-Total 小計		103	490	160	241	46	29	-	170
SUPERVISORY LEVEL 主任級									
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	3	74	177	951	83	14	1	90
262	Art Director 美術總監	103	168	168	237	235	105	-	76
263	Studio Manager 正稿製作經理	-	-	14	3	12	-	-	5
264	Production Manager 製作經理	3	2	90	61	29	1	-	13
265	Traffic Manager 流程統籌經理	-	2	-	4	-	-	-	35
266	TV Producer 廣告製片	-	-	13	18	22	-	-	27
267	Media Planning Manager 媒介策劃經理	-	2	2	24	22	48	-	7
268	Media Buying Manager 媒介採購經理	-	-	-	-	-	9	-	7
269	Research Manager; Research Planner 市場調查經理；策略策劃員	-	-	-	8	-	-	-	14
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	-	-	-	34	9	-	-	-
271	Marketing / Marketing Services / Program Manager 市場/市場服務/項目經理	-	32	10	61	48	2	-	17
Sub-Total 小計		109	280	474	1 401	460	179	1	291

Job Code 職務編號	Job Title * 職稱	15 years or over 15年或以上	10 to less than 15 years 10至15年以下	7 to less than 10 years 7至10年以下	5 to less than 7 years 5至7年以下	2 to less than 5 years 2至5年以下	Less than 2 years 2年以下	No experience required 毋需經驗	Unspecified 未有說明
EXECUTIONAL LEVEL 執行人員級									
361	Account Executive 客戶主任	-	-	16	165	1 206	642	129	229
362	Visualiser 草稿繪製員	-	-	-	8	264	-	-	17
363	Graphic Artist 正稿製作員	-	-	16	200	1 982	191	4	30
364	Copywriter 撰稿員	-	8	16	51	61	116	-	41
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	-	-	-	14	41	234	26
366	Media Buyer 媒介採購員	-	-	-	-	4	50	63	-
367	Traffic Co-ordinator 流程統籌	-	-	-	153	27	-	9	1
368	Production Assistant 製作助理	-	-	-	2	197	39	10	39
369	Research Assistant 市場調查助理	-	-	-	-	2	19	-	4
370	Photographer 廣告攝影師	-	-	-	-	83	-	-	5
371	Online Editor 網絡編輯	-	-	-	-	22	65	-	1
372	Marketing Assistant / Executive 市場助理／主任	-	-	-	-	96	91	15	24
373	Strategic Planner 品牌策劃員	-	-	-	-	12	-	-	-
374	Community Manager 社群經理	-	-	6	-	-	-	-	-
375	Senior Brand Designer/ Brand Designer 資深品牌設計師／品牌設計師	-	-	-	-	50	-	-	34
376	Package Designer 包裝設計師	-	-	-	-	50	-	-	-
377	Digital Strategist 數碼策略師	-	-	3	-	-	-	-	-
Sub-Total 小計		-	8	57	579	4 070	1 254	464	451
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
461	Designer 美術設計員	1	-	84	266	1 045	788	56	125
462	Digital Designer 數碼媒體設計員	-	-	34	7	86	186	38	81
463	Webmaster 網主	-	2	-	1	62	35	4	-
464	Technician 技術員	-	-	-	-	31	32	116	3
465	Promoter 推廣員	-	-	-	-	20	22	-	-
Sub-Total 小計		1	2	118	274	1 244	1 063	214	209
GRAND TOTAL 總計		213	780	809	2 495	5 820	2 525	679	1 121

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.

註：數字因經統計處理可能有些微偏差。

Table 10.9 Preferred Years of Relevant Experience of MC Employees in Corporate Communications / Public Relations / Advertising / Marketing Department in Companies / Institutions by Job Level by Job Code / Title
表 10.9 公司或機構內企業傳訊／公共關係／廣告／市場部大眾傳播僱員宜有的相關年資（按技能等級及職務編號／職稱劃分）

Job Code 職務編號	Job Title * 職稱	15 years or over 15年或以上	10 to less than 15 years 10至15年以下	7 to less than 10 years 7至10年以下	5 to less than 7 years 5至7年以下	2 to less than 5 years 2至5年以下	Less than 2 years 2年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
141	General Manager / Director / Head of Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務總經理／總監／主管	54	90	28	23	-	-	-	53
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／總監／主管	25	18	14	-	-	-	-	3
143	General Manager / Director / Head of Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣總經理／總監／主管	44	23	3	3	-	-	-	35
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	12	115	65	54	-	-	-	123
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	16	43	8	13	3	-	-	60
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	84	36	51	-	-	-	127
147	Community Relations Manager 社區關係經理	15	14	-	-	-	-	-	12
148	Market Research Manager 市場調查經理	-	-	27	-	-	-	-	6
149	Publication Manager 出版經理	-	3	15	-	-	-	-	-
150	Internal Communications Manager 內部傳訊經理	-	13	-	4	-	-	-	-
Sub-Total 小計		166	403	196	148	3	-	-	419
SUPERVISORY LEVEL 主任級									
241	Assistant Manager / Executive for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務助理經理／主任	-	21	93	308	58	18	-	105
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	-	-	21	166	76	-	-	93
243	Assistant Manager / Executive for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣助理經理／主任	-	-	52	128	52	-	-	157
244	Assistant Manager for Publication 助理出版經理	-	8	4	9	1	-	-	3
245	Chief Editor; Editor 總編輯；編輯	-	-	70	28	1	-	-	-

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) 主任級 (續)									
246	TV Producer 廣告製片	-	-	12	-	-	-	-	-
247	Brand Design Director; Head of Brand Design 品牌設計總監	-	-	-	32	-	-	-	-
Sub-Total 小計		-	29	252	671	188	18	-	358
EXECUTIONAL LEVEL 執行人員級									
341	Officer / Assistant for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務主任／助理	-	-	9	74	420	262	3	171
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	-	-	-	76	423	48	-	84
343	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣主任／助理	-	-	-	25	604	165	-	38
344	Officer / Assistant for Community Relations 社區關係主任／助理	-	-	-	-	26	-	-	22
345	Officer / Assistant for Market Research 市場調查主任／助理	-	-	-	-	71	16	-	7
346	Writer / Translator 撰稿／翻譯員	-	-	1	-	83	-	-	-
347	Officer / Assistant for Publication 出版主任／助理	-	-	-	2	65	6	-	-
348	Graphic Designer 廣告設計員	-	-	1	1	159	34	2	11
349	Photographer 攝影師	-	-	-	3	62	-	-	-
350	Online Editor 網絡編輯	-	-	-	-	4	1	-	4
351	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師	-	-	2	-	55	-	-	-
352	Package Designer 包裝設計師	-	-	-	-	1	-	-	-
353	Digital Media / Marketing Strategist 數碼媒體／市場策略師	-	-	-	1	5	-	-	7
354	Social Strategist 社交策略師	-	-	-	-	1	-	-	-
Sub-Total 小計		-	-	13	182	1 979	532	5	344
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
441	Researcher 資料蒐集員	-	-	-	-	-	-	24	-
442	Web Page Designer 網頁製作員	-	-	-	-	53	-	-	-
Sub-Total 小計		-	-	-	-	53	-	24	-
GRAND TOTAL 總計		166	432	461	1 001	2 223	550	29	1 121

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.

註：數字因經統計處理可能有些微偏差。

Table 10.10

Preferred Years of Relevant Experience of MC Employees in Media Production Companies by Job Level by Job Code / Title

表 10.10

媒體製作業機構大眾傳播僱員宜有的相關年資
(按技能等級及職務編號/職稱劃分)

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
121	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	18	67	80	48	14	-	-	12
122	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監； 助理總監；創作總監；製作總監	43	1	115	79	23	-	-	42
123	Program Director; Promotion Director 項目總監；宣傳總監	49	1	-	-	8	-	-	1
124	Art Director 美術總監	33	-	1	-	8	-	-	39
Sub-Total 小計		143	69	196	127	53	-	-	94
SUPERVISORY LEVEL 主任級									
221	Head of Production; Head of Creation 製作主任；創作主任	1	94	38	127	21	-	-	12
Sub-Total 小計		1	94	38	127	21	-	-	12
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採 / 製作 / 執行人員級									
321	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導；編導；助理編導	-	82	172	282	110	133	-	238
322	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集員；資料撰稿員	-	-	-	33	-	7	-	-
323	Content Writer; Script Writer 撰稿員；編劇	-	-	-	194	41	8	-	4
Sub-Total 小計		-	82	172	509	151	148	-	242
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級									
421	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理； 影片剪接；字幕操作員	-	56	-	308	296	28	91	116
422	Duty Director 值日導播員	-	-	-	-	7	16	-	-
423	Senior Cameraman; Cameraman 高級電視攝影師；電視攝影師	-	81	-	174	1	110	52	305
424	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師； 3D 動畫師；2D 動畫師	-	-	-	119	37	48	98	27
425	Visual Producer 視覺編導	-	-	-	1	32	-	-	18
426	Producer (Dubbing / Mixing); Boom Operator 配音效果 / 配音混錄；收音員	-	-	-	172	23	42	32	84
427	Set Designer 佈景設計師	-	-	-	132	-	-	-	1

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL (Continued) 輔助 / 技術人員級 (續)									
428	Hair Stylist; Make up Artist; Dresser 髮型師; 化妝師; 服裝	-	-	-	165	-	7	-	-
Sub-Total 小計		-	137	-	1 071	396	251	273	551
Grand Total 總計		144	382	406	1 834	621	399	273	899

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.
註：數字因經統計處理可能有些微偏差。

Table 11.1 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Newspapers by Job Level by Job Code / Title
表 11.1 報紙業機構大眾傳播僱員（不包括自由工作者）平均每月收入幅度（按技能等級及職務編號／職稱劃分）

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	-	-	-	13	6	32	2	8
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	-	-	-	40	43	-	12
103	News Director 新聞總監	-	-	-	1	1	8	-	2
<i>Sub-Total 小計</i>		-	-	-	14	47	83	2	22
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	-	4	106	13	2	-	27
202	News / Assignment Editor 總採訪／採訪主任	-	-	-	129	69	-	-	7
203	International News Editor 國際新聞主任	-	-	-	6	1	-	-	3
204	China / National News Editor 中國新聞主任	-	-	-	20	-	-	-	4
205	Assignment Editor (Photography) 攝影主任	-	-	-	17	-	1	-	3
206	Editorial / Leader Writer 主筆	-	-	-	22	-	1	1	19
<i>Sub-Total 小計</i>		-	-	4	300	83	4	1	63
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	-	-	152	226	1	-	-	70
302	Sub-editor / Copy Editor 文稿編輯	-	2	504	21	2	-	-	11
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	931	608	-	-	-	124
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	178	75	-	-	-	15
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	72	-	-	-	-	8
306	Online Editor 網絡編輯	-	-	15	20	-	-	-	9
307	Senior Designer 資深（高級）美術設計員	-	-	61	68	-	-	-	13
308	Graphic Artist 正稿製作員	-	-	8	36	-	-	-	2
309	Senior Producer; Producer 高級監製；監製	-	-	-	-	-	-	-	3
<i>Sub-Total 小計</i>		-	2	1 921	1 054	3	-	-	255
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	1	206	4	-	-	-	25

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL (Continued) 輔助 / 技術人員級 (續)									
402	Typesetter 植字員	-	6	8	-	-	-	-	8
403	Layout Artist 排版員	-	-	306	-	-	-	-	21
404	Proof-Reader 校對員	-	-	98	1	-	-	-	20
405	Darkroom Person 黑房工作人員	-	-	34	-	-	-	-	-
406	Librarian 資料室人員	-	-	55	-	-	-	-	17
407	Researcher 資料蒐集員	-	-	53	-	-	-	-	7
408	Web Page Designer 網頁製作員	-	-	29	26	-	-	-	-
409	Webmaster 網主	-	-	-	-	1	-	-	-
410	Digital Designer 數碼媒體設計員	-	-	-	22	-	-	-	1
<i>Sub-Total 小計</i>		-	7	789	53	1	-	-	99
GRAND TOTAL 總計		-	9	2 714	1 421	134	87	3	439

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.
註：數字因經統計處理可能有些微偏差。

Table 11.2 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Magazines by Job Level by Job Code / Title
表 11.2 雜誌業機構大眾傳播僱員（不包括自由工作者）平均每月收入幅度（按技能等級及職務編號／職稱劃分）

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	-	20	5	33	63	19	7	40
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	-	-	4	32	2	3	4
Sub-Total 小計		-	20	5	37	95	21	10	44
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	-	62	94	41	-	-	26
202	News / Assignment Editor 總採訪／採訪主任	-	-	10	11	32	-	-	-
203	International News Editor 國際新聞主任	-	-	-	-	30	-	-	10
204	China / National News Editor 中國新聞主任	-	-	-	-	8	-	-	8
205	Assignment Editor (Photography) 攝影主任	-	-	10	12	3	-	-	3
206	Editorial / Leader Writer 主筆	-	-	7	46	13	-	-	29
Sub-Total 小計		-	-	89	163	127	-	-	76
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	-	10	167	41	7	-	-	58
302	Sub-editor / Copy Editor 文稿編輯	-	24	231	27	-	-	-	34
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	52	359	74	-	-	-	22
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	204	100	-	-	-	6
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	16	2	-	-	-	5
306	Online Editor 網絡編輯	-	2	47	2	-	-	-	4
307	Senior Designer 資深（高級）美術設計員	-	-	82	31	-	-	-	9
308	Graphic Artist 正稿製作員	-	-	80	2	-	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	-	-	18	-	-	-	-
Sub-Total 小計		-	88	1 186	297	7	-	-	138
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	53	190	2	1	-	-	36
402	Typesetter 植字員	-	-	10	-	-	-	-	-
403	Layout Artist 排版員	-	7	19	-	-	-	-	9
404	Proof-Reader 校對員	-	6	50	-	-	-	-	-

Job Code 職務編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL (Continued) 輔助／技術人員級 (續)									
406	Librarian 資料室人員	-	-	8	-	-	-	-	-
407	Researcher 資料蒐集員	-	-	12	-	-	-	-	4
408	Web Page Designer 網頁製作員	-	3	38	11	-	-	-	-
409	Webmaster 網主	-	9	-	-	2	-	-	3
410	Digital Designer 數碼媒體設計員	-	-	17	13	-	-	-	13
<i>Sub-Total 小計</i>		-	78	344	26	3	-	-	65
GRAND TOTAL 總計		-	186	1 624	523	232	21	10	323

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.

註： 數字因經統計處理可能有些微偏差。

Table 11.3 Average Monthly Income Range of MC Employees (Excl. Freelancers) in News & Information in Radio and Television Stations by Job Level by Job Code / Title

表 11.3 電台及電視台的新聞及資訊部大眾傳播僱員（不包括自由工作者）平均每月收入幅度（按技能等級及職務編號／職稱劃分）

Job Code 職務編號	Job Title * 職稱	\$8 000 or below \$8 000 或以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或以上	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
111	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	-	-	-	-	2	12	15	22
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	-	-	-	-	7	5	9	5
Sub-Total 小計		-	-	-	-	9	17	24	27
SUPERVISORY LEVEL 主任級									
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	-	-	-	5	4	17	1	2
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	-	-	-	4	42	11	-	17
213	Managing Editor 編輯主任	-	-	-	5	3	8	-	6
214	Deputy / Assistant Managing Editor 副編輯主任	-	-	1	-	10	4	-	5
215	Executive Producer 執行監製／製作主任	-	-	4	-	11	13	-	28
Sub-Total 小計		-	-	5	14	70	53	1	58
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	-	-	2	75	15	-	-	153
312	News Anchor /Announcer 新聞主播／報告員	-	-	-	40	6	1	-	34
313	News Translator 新聞翻譯員	-	-	8	-	-	-	-	14
314	Senior Reporter; Reporter 高級記者；記者	-	-	60	107	55	-	-	147
315	Cameraman 電視攝影師	-	1	41	114	4	-	-	113
316	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	-	-	10	62	116	-	-	84
317	Online Editor 網絡編輯	-	-	2	4	4	-	-	11
318	Content Writer; Script Writer 撰稿員	-	-	3	-	-	-	-	3
Sub-Total 小計		-	1	126	402	200	1	-	559

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級									
412	Web Page Designer 網頁製作員	-	-	9	-	1	-	-	12
413	Webmaster 網主	-	-	-	2	5	-	-	-
414	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演; 製作助理; 錄影廠製作經理; 影片剪接; 字幕操作員	-	-	231	234	-	-	-	119
415	Duty Director 值日導播員	-	-	19	-	-	-	-	-
416	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師; 視覺特效設計 師; 3D 動畫師; 2D 動畫師	-	-	33	17	-	-	-	4
417	Producer (Dubbing / Mixing); Boom Operator 配音效果 / 配音混錄; 收音員	-	-	50	11	-	-	-	3
418	Set Designer 佈景設計師	-	-	16	-	38	-	-	-
419	Hair Stylist; Make up Artist; Dresser 髮型師; 化妝師; 服裝	-	-	68	-	16	-	-	-
Sub-Total 小計		-	-	426	264	60	-	-	138
GRAND TOTAL 總計		-	1	557	680	339	71	25	782

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.

註: 數字因經統計處理可能有些微偏差。

Table 11.4 Average Monthly Income Range of MC Employees (Excl. Freelancers) in News Agencies by Job Level by Job Code / Title
表 11.4 新聞通訊社大眾傳播僱員（不包括自由工作者）平均每月收入幅度（按技能等級及職務編號／職稱劃分）

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	-	-	-	1	2	2	-	1
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	-	2	1	1	3	-	-
103	News Director 新聞總監	-	-	-	-	-	-	1	1
<i>Sub-Total 小計</i>		-	-	2	2	3	5	1	2
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	-	5	3	-	-	-	3
202	News / Assignment Editor 總採訪／採訪主任	-	-	2	2	1	-	-	6
203	International News Editor 國際新聞主任	-	-	-	1	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	-	1	-	-	-	-	1
<i>Sub-Total 小計</i>		-	-	8	6	1	-	-	10
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	-	-	-	5	-	-	-	7
302	Sub-editor / Copy Editor 文稿編輯	-	-	18	-	-	-	-	-
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	20	11	25	1	-	24
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	5	-	1	-	-	5
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	4	-	-	-	-	-
306	Online Editor 網絡編輯	-	-	16	-	-	-	-	-
308	Graphic Artist 正稿製作員	-	-	-	-	-	-	-	4
309	Senior Producer; Producer 高級監製；監製	-	-	-	-	-	-	-	4
<i>Sub-Total 小計</i>		-	-	63	16	26	1	-	44

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級									
401	Designer 美術設計員	-	-	-	1	-	-	-	-
408	Web Page Designer 網頁製作員	-	-	4	1	-	-	-	-
<i>Sub-Total 小計</i>		-	-	4	2	-	-	-	-
GRAND TOTAL 總計		-	-	77	26	30	6	1	56

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 11.5 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Digital / New Media by Job Level by Job Code / Title
表 11.5 數碼／新媒體大眾傳播僱員（不包括自由工作者）平均每月收入幅度（按技能等級及職務編號／職稱劃分）

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	-	-	-	1	-	-	3	1
103	News Director 新聞總監	-	-	-	-	1	-	-	1
193	Chief Technology Officer; Chief Technical Director 首席技術主任；首席技術總監	-	-	-	-	-	1	-	1
194	Chief (Digital) Content Officer; Director of Digital Media 首席（數碼）內容總監； 數碼媒體總監	-	-	-	-	-	-	2	3
196	Creative Director 創意總監	-	-	-	-	-	-	-	3
197	Account Director 客戶總監	-	-	-	-	3	-	-	-
Sub-Total 小計		-	-	-	1	4	1	5	9
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	-	-	3	3	2	-	12
202	News / Assignment Editor 總採訪／採訪主任	-	-	-	11	-	-	-	8
204	China / National News Editor 中國新聞主任	-	-	-	2	-	-	-	-
290	Technical Manager 技術經理	-	-	-	1	-	2	-	-
291	Research and Development Manager 研發經理	-	-	-	-	8	4	-	4
292	Producer 監製	-	-	-	3	3	-	-	2
293	Digital Content Officer 數碼內容主任	-	-	-	-	13	-	-	6
294	Production Manager 製作經理	-	-	-	-	2	-	-	-
Sub-Total 小計		-	-	-	20	29	8	-	32

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採 / 製作 / 執行人員級									
301	Senior Layout Editor; Layout Editor 資深 (高級) 版面編輯 ; 版面編輯	-	-	2	2	2	-	-	2
302	Sub-editor / Copy Editor 文稿編輯	-	-	-	1	-	-	-	4
303	Senior Reporter; Reporter 資深 (高級) 記者 ; 記者	-	-	15	26	-	-	-	26
304	Senior Press Photographer; Press Photographer 資深 (高級) 攝影記者 ; 攝影記者	-	-	3	4	-	-	-	3
305	Senior Translator; Translator 資深 (高級) 翻譯員 ; 翻譯員	-	-	1	-	-	-	-	1
306	Online Editor 網絡編輯	-	2	20	27	30	-	-	21
307	Senior Designer 資深 (高級) 美術設計員	-	-	1	-	4	-	-	1
308	Graphic Artist 正稿製作員	-	-	2	-	-	-	-	-
323	Copywriter 撰稿員	-	-	2	3	-	-	-	-
390	Web Designer 網頁程式設計員	-	-	3	30	-	-	-	10
394	Social Media Executive 社交媒體專員	-	-	1	-	-	-	-	-
395	Video Editor 影片剪接師	-	1	4	-	-	-	-	-
396	Multimedia Designer; Digital Designer 多媒體設計員 ; 數碼媒體設計員	-	-	22	-	-	-	-	25
398	Project Executive 項目執行主任	-	-	1	3	-	-	-	-
399	Webmaster; Web specialist 網主 ; 網頁專員	-	3	21	12	-	-	-	22
Sub-Total 小計		-	6	98	108	36	-	-	115
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級									
401	Designer 美術設計員	-	-	2	3	-	-	-	5
407	Researcher 資料蒐集員	-	9	-	-	-	-	-	5
492	Data Analyst 數據分析員	-	1	5	-	-	-	-	-
Sub-Total 小計		-	10	7	3	-	-	-	10
GRAND TOTAL 總計		-	16	105	132	69	9	5	166

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.
註 : 數字因經統計處理可能有些微偏差。

Table 11.6 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Public Relations Services Suppliers by Job Level by Job Code / Title
表 11.6 公共關係服務供應商大眾傳播僱員（不包括自由工作者）平均每月收入幅度（按技能等級及職務編號／職稱劃分）

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
131	Managing Director; General Manager 董事總經理；總經理	-	-	14	18	48	61	20	66
132	Director of Client Services; Account Director 客戶服務總監	-	-	-	19	24	60	20	70
<i>Sub-Total 小計</i>		-	-	14	37	72	121	40	136
SUPERVISORY LEVEL 主任級									
231	Account Manager; Senior PR Consultant; PR Consultant 客戶服務經理；高級公關顧問；公關 顧問	-	8	98	220	115	5	-	192
232	Chief Editor; Editor 總編輯；編輯	-	-	8	15	1	-	1	4
233	Art Director 美術總監	-	-	7	5	4	-	-	6
<i>Sub-Total 小計</i>		-	8	113	240	120	5	1	202
EXECUTIONAL LEVEL 執行人員級									
331	Account Executive; PR Specialist; PR Officer; Press Officer 客戶服務主任；公共關係主任；新聞 主任	7	5	368	122	9	-	-	276
332	Digital Media/Marketing Strategist 數碼媒體／市務策略師	-	-	11	8	-	-	-	2
333	Account Co-ordinator 客戶聯絡助理	-	58	153	9	-	-	-	54
334	Translator 翻譯員	-	-	12	3	-	-	-	1
335	Visualiser 美術製稿員	-	-	20	12	-	-	-	7
336	Graphic Artist 正稿製作員	-	1	36	1	-	-	-	4
337	Copywriter 撰稿員	-	-	16	15	-	-	-	18
338	Research Assistant 市場調查助理	1	1	5	1	-	-	-	5
<i>Sub-Total 小計</i>		8	65	621	171	9	-	-	367
Grand Total 總計		8	73	748	448	201	126	41	705

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.
註：數字因經統計處理可能有些微偏差。

Table 11.7 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Advertising Sales / PR / Marketing Department in Media Organizations by Job Level by Job Code / Title

表 11.7 傳媒機構內廣告／公共關係／市場部大眾傳播僱員（不包括自由工作者）平均每月收入幅度（按技能等級及職務編號／職稱劃分）

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
181	Publisher; Managing Director; President 社長；董事經理；總裁	-	-	-	48	53	19	22	51
182	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長；副董事經理； 副總裁；營運總監	-	-	-	13	12	34	40	21
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	-	-	-	88	52	44	5	27
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	-	-	1	21	11	7	-	7
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	-	-	3	22	65	7	17
186	Business Development Director 業務發展總監	-	-	1	15	5	29	10	9
187	Research Director 市場調查總監	-	-	-	-	-	3	-	5
188	Public Relations Director 公共關係總監	-	-	-	-	4	4	5	-
189	Art Director 美術總監	-	-	-	32	110	12	1	10
Sub-Total 小計		-	-	2	220	269	217	90	147
SUPERVISORY LEVEL 主任級									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	-	2	110	219	113	61	-	179
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	-	36	60	6	7	-	49
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	13	78	97	17	-	61
284	Research Manager 市場調查經理	-	-	1	5	2	3	-	6
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	-	-	12	19	23	-	-	11
286	Public Relations Manager 公共關係經理	-	-	-	14	18	5	-	6
287	Sales Training / Support Manager 銷售訓練／支援經理	-	-	-	10	4	-	-	2
288	Business Development Manager 業務發展經理	-	-	-	-	9	6	-	5
Sub-Total 小計		-	2	172	405	272	99	-	319

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
EXECUTIONAL LEVEL 執行人員級									
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理／主任；客戶主任	-	20	516	262	103	-	-	157
382	Marketing Assistant / Executive 市場助理／主任	-	3	232	79	13	-	-	70
383	Research Assistant / Executive 市場調查助理／主任	-	-	32	16	-	-	-	17
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	-	1	270	35	2	-	-	62
385	Public Relations Assistant / Executive 公共關係助理／主任	-	1	79	10	7	-	-	9
<i>Sub-Total 小計</i>		-	25	1 129	402	125	-	-	315
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
481	Promoter 推廣員	-	7	4	-	-	-	-	-
<i>Sub-Total 小計</i>		-	7	4	-	-	-	-	-
GRAND TOTAL 總計			34	1 307	1 027	666	316	90	781

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note: Figures may not add up due to blow-up factors.
註：數字因經統計處理可能有些微偏差。

Table 11.8 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Advertising Companies, Agencies and Other Advertising Services by Job Level by Job Code / Title

表 11.8 廣告業機構大眾傳播僱員（不包括自由工作者）平均每月收入幅度（按技能等級及職務編號／職稱劃分）

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
161	Managing Director; General Manager 董事經理；總經理	-	-	-	35	187	119	13	104
162	Director of Client Services / Account Servicing 客戶服務總監	-	-	-	-	11	15	-	26
163	Group Account Director; Account Director 客戶總監	-	-	-	4	113	31	14	57
164	Director of Strategic Planning 品牌策劃總監	-	-	-	-	10	2	1	6
165	Executive Creative Director 執行創作總監	-	-	1	-	50	5	1	1
166	Creative Group Head; Creative Director 創作總監	-	-	-	86	100	50	-	69
168	Head of TV Production 電視廣告製作主任	-	-	-	-	-	6	16	3
169	Media Planning Director 媒介策劃總監	-	-	-	-	6	54	-	4
170	Media Buying Director 媒介採購總監	-	-	-	-	-	9	-	-
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	-	-	-	-	6	2	-	22
Sub-Total 小計		-	-	1	125	483	293	45	292
SUPERVISORY LEVEL 主任級									
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	-	-	64	903	159	18	-	249
262	Art Director 美術總監	-	51	277	217	216	67	-	262
263	Studio Manager 正稿製作經理	-	-	10	2	11	-	-	11
264	Production Manager 製作經理	-	-	109	47	18	-	-	25
265	Traffic Manager 流程統籌經理	-	-	-	1	3	2	-	35
266	TV Producer 廣告製片	-	-	20	28	5	-	-	27
267	Media Planning Manager 媒介策劃經理	-	-	-	51	21	2	-	31
268	Media Buying Manager 媒介採購經理	-	-	-	9	-	-	-	7
269	Research Manager; Research Planner 市場調查經理；策略策劃員	-	-	-	-	8	-	-	14
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	-	-	-	34	-	-	-	9
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	-	117	3	20	-	30
Sub-Total 小計		-	51	480	1 409	444	109	-	700

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
EXECUTIONAL LEVEL 執行人員級									
361	Account Executive 客戶主任	-	33	1 082	571	11	-	-	490
362	Visualiser 草稿繪製員	-	-	268	4	-	-	-	17
363	Graphic Artist 正稿製作員	-	10	1 302	945	-	-	-	162
364	Copywriter 撰稿員	-	8	33	44	-	-	-	103
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	-	248	1	-	-	-	66
366	Media Buyer 媒介採購員	-	-	113	-	-	-	-	4
367	Traffic Co-ordinator 流程統籌	-	-	22	167	-	-	-	1
368	Production Assistant 製作助理	-	13	197	9	-	-	-	68
369	Research Assistant 市場調查助理	-	-	1	-	-	-	-	24
370	Photographer 廣告攝影師	-	-	64	2	-	-	-	5
371	Online Editor 網絡編輯	-	-	3	84	-	-	-	1
372	Marketing Assistant / Executive 市場助理／主任	-	-	127	75	-	-	-	24
373	Strategic Planner 品牌策劃員	-	-	12	-	-	-	-	-
374	Community Manager 社群經理	-	-	-	6	-	-	-	-
375	Senior Brand Designer/ Brand Designer 資深品牌設計師／品牌設計師	-	-	50	-	-	-	-	34
377	Digital Strategist 數碼策略師	-	-	-	-	-	-	-	3
Sub-Total 小計		-	64	3 522	1 908	11	-	-	1 002
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
461	Designer 美術設計員	-	157	1 303	311	1	-	-	427
462	Digital Designer 數碼媒體設計員	-	22	209	48	1	-	-	152
463	Webmaster 網主	-	-	7	90	7	-	-	-
464	Technician 技術員	-	-	122	-	-	-	-	43
465	Promoter 推廣員	-	-	-	42	-	-	-	-
Sub-Total 小計		-	179	1 641	491	9	-	-	622
GRAND TOTAL 總計		-	294	5 644	3 933	947	402	45	2 616

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.

註： 數字因經統計處理可能有些微偏差。

Table 11.9 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Corporate Communications / Public Relations / Advertising / Marketing Department in Companies / Institutions
by Job Level by Job Code / Title

**表 11.9 公司或機構內企業傳訊／公共關係／廣告／市場部
 大眾傳播僱員（不包括自由工作者）平均每月收入幅度
 （按技能等級及職務編號／職稱劃分）**

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
141	General Manager / Director / Head of Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務總經理／總監／主管	-	-	-	-	31	13	117	87
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／總監／主管	-	-	-	-	7	17	28	8
143	General Manager / Director / Head of Marketing, Product Development and Brand Management 市場、產品開發及品牌推广總經理／總監／主管	-	-	-	3	12	9	62	22
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	-	-	-	-	58	140	24	147
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	-	-	-	-	34	37	1	71
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	-	-	15	45	128	21	89
147	Community Relations Manager 社區關係經理	-	-	-	-	18	8	15	-
148	Market Research Manager 市場調查經理	-	-	-	-	21	12	-	-
149	Publication Manager 出版經理	-	-	-	-	-	18	-	-
150	Internal Communications Manager 內部傳訊經理	-	-	-	10	-	3	-	4
Sub-Total 小計		-	-	-	28	226	385	268	428
SUPERVISORY LEVEL 主任級									
241	Assistant Manager / Executive for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務助理經理／主任	-	-	44	71	232	26	27	199
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	-	-	66	87	44	28	-	131
243	Assistant Manager / Executive for Marketing, Product Development and Brand Management 市場、產品開發及品牌推广助理經理／主任	-	-	16	192	67	-	42	72
244	Assistant Manager for Publication 助理出版經理	-	-	-	2	20	-	-	3
245	Chief Editor; Editor 總編輯；編輯	-	-	1	1	88	1	-	8

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) 主任級 (續)									
246	TV Producer 廣告製片	-	-	-	-	12	-	-	-
247	Brand Design Director; Head of Brand Design 品牌設計總監	-	-	-	-	32	-	-	-
Sub-Total 小計		-	-	127	353	495	55	69	413
EXECUTIONAL LEVEL 執行人員級									
341	Officer / Assistant for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務主任／助理	-	1	201	415	86	-	-	236
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	-	-	202	231	-	-	-	196
343	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣主任／助理	-	36	486	83	145	-	-	82
344	Officer / Assistant for Community Relations 社區關係主任／助理	-	-	18	26	-	-	-	4
345	Officer / Assistant for Market Research 市場調查主任／助理	-	16	30	41	-	-	-	7
346	Writer / Translator 撰稿／翻譯員	-	-	4	78	1	-	-	1
347	Officer / Assistant for Publication 出版主任／助理	-	4	2	36	31	-	-	-
348	Graphic Designer 廣告設計員	-	21	103	39	5	-	-	40
349	Photographer 攝影師	-	-	49	1	4	1	-	10
350	Online Editor 網絡編輯	-	-	5	-	-	-	-	4
351	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師	-	-	-	52	2	-	-	3
352	Package Designer 包裝設計師	-	-	-	1	-	-	-	-
353	Digital Media / Marketing Strategist 數碼媒體／市務策略師	-	-	5	-	1	-	-	7
354	Social Strategist 社交策略師	-	-	1	-	-	-	-	-
Sub-Total 小計		-	78	1 106	1 003	275	1	-	590
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
441	Researcher 資料蒐集員	-	24	-	-	-	-	-	-
442	Web Page Designer 網頁製作員	-	6	39	6	-	-	-	2
Sub-Total 小計		-	30	39	6	-	-	-	2
GRAND TOTAL 總計		-	108	1 272	1 390	996	441	337	1 433

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.
註：數字因經統計處理可能有些微偏差。

Table 11.10 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Media Production Companies by Job Level by Job Code / Title

表 11.10 媒體製作業機構大眾傳播僱員（不包括自由工作者）平均每月收入幅度（按技能等級及職務編號／職稱劃分）

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
121	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	-	-	13	73	83	28	-	42
122	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監； 助理總監；創作總監；製作總監	-	-	-	96	48	10	33	116
123	Program Director; Promotion Director 項目總監；宣傳總監	-	-	-	1	1	16	-	41
124	Art Director 美術總監	-	-	8	1	-	-	-	72
Sub-Total 小計		-	-	21	171	132	54	33	271
SUPERVISORY LEVEL 主任級									
221	Head of Production; Head of Creation 製作主任；創作主任	-	-	78	52	23	2	-	138
Sub-Total 小計		-	-	78	52	23	2	-	138
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級									
321	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導；編導；助理 編導	-	13	333	256	42	73	-	171
322	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集員；資料撰稿 員	-	-	33	7	-	-	-	-
323	Content Writer; Script Writer 撰稿員；編劇	-	-	39	34	-	1	-	4
Sub-Total 小計		-	13	405	297	42	74	-	175
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
421	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理； 影片剪接；字幕操作員	-	64	294	109	-	-	-	241
422	Duty Director 值日導播員	-	-	16	-	-	-	-	7
423	Senior Cameraman; Cameraman 高級電視攝影師；電視攝影師	-	43	4	30	42	-	-	15
424	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計 師； 3D 動畫師；2D 動畫師	-	-	115	33	-	-	-	71
425	Visual Producer 視覺編導	-	-	-	7	6	-	-	18
426	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員	-	26	48	-	1	-	-	18

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL (Continued) 輔助 / 技術人員級 (續)									
427	Set Designer 佈景設計師	-	-	-	-	-	-	-	1
Sub-Total 小計		-	133	477	179	49	-	-	371
Grand Total 總計		-	146	981	699	246	130	33	955

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.

註： 數字因經統計處理可能有些微偏差。

Table 12.1 Percentage of Companies which Indicated the Need to Enhance Skills / Knowledge of MC Employees by Job Level
表 12.1 填報需加強大眾傳播僱員技能／知識的公司所佔百分率
(按技能等級劃分)

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial 經理級 %*	Supervisory 主任級 %*	Editorial/ Production/ Executorial 編採／製作／ 執行人員級 %*	Supporting/ Technical 輔助／ 技術人員級 %*
Management Skills 管理技能					
101	Corporate communications/public relations/public affairs management 企業傳訊／公共關係／公共事務管理	31.8	15.5	5.8	3.1
102	Production management 製作管理	21.9	16.1	10.7	3.9
103	Marketing management 市場管理	22.5	19.4	8.6	3.3
104	Human resources management 人力資源管理	12.2	10.3	3.3	1.7
105	Financial management 財務管理	10.0	9.6	3.4	2.9
106	Strategic planning management 策略計劃管理	17.5	9.6	4.2	2.9
107	Crisis management 危機管理	14.2	9.1	4.4	3.1
108	Self-management 自我管理	12.2	9.9	14.7	25.2
109	Others (e.g.: Administrative/ Time management skills, Mentorship) 其他(例: 行政/時間管理技巧、導師指導技巧)	0.2	0.1	0.9	0.1
China-related Knowledge 有關中國的知識					
201	Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	33.4	13.6	11.3	6.4
202	Industry practices in the mainland of China 在中國內地的行業常規	24.9	11.8	8.1	6.7
203	Others 其他	-	-	-	-
Language Skills 語文技能					
301	Spoken English 英語會話	22.9	18.8	21.5	33.5
302	Putonghua 普通話	24.4	19.1	22.8	29.3
303	Written English 英文書寫能力	24.0	21.6	24.2	22.7
304	Written Chinese 中文書寫能力	17.9	17.7	25.8	16.8
305	Translation 翻譯	9.1	7.3	10.1	3.5
306	Others (e.g.: Korean, Japanese, Chinese Dialect) 其他(例: 韓國語、日本語、中國方言)	1.2	1.1	0.4	1.4

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial 經理級 %*	Supervisory 主任級 %*	Editorial/ Production/ Executional 編採／製作／ 執行人員級 %*	Supporting/ Technical 輔助／ 技術人員級 %*
Innovative Media Technology (Journalism Sector) 創新傳媒科技 (新聞業)					
401	Innovative media technology products 創新媒體科技產品	3.8	2.8	2.4	1.4
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production and Internet transmission and mobile device application) 新媒體科技在編採工作上的應用 (如數碼拍攝、數碼製作、網路傳輸及流動通訊應用等)	6.1	3.6	4.0	3.1
403	Computer literacy skills (e.g. digital graphics and Chinese word processing) 電腦應用技巧 (如數碼圖象處理及中文輸入法等)	5.6	3.8	3.6	4.4
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	4.8	4.4	3.6	2.1
405	Others 其他	-	-	-	-
Industry Specific Skills (Journalism Sector) 業內專業技能 (新聞業)					
501	Reporting and editing skills 編採技巧	7.2	3.7	4.1	1.5
502	Print/TV/media production skills 印刷／電視／媒體製作技巧	5.2	1.6	1.7	1.4
503	Media law and ethics 傳媒法規與操守	5.7	3.9	3.3	1.3
504	Intellectual property and copyright law 知識產權及版權法	5.4	3.4	3.7	2.2
505	Strategic news planning 新聞規劃	3.3	2.6	2.0	1.2
506	Integration of the Internet with journalism 互聯網與新聞的結合	2.6	2.6	2.1	1.6
507	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	2.0	1.4	1.2	0.9
508	Audience research 受眾調查	1.8	1.2	0.9	0.7
509	Multi-tasking skills 一身多職的能力	5.1	3.3	3.3	3.1
510	Global vision/cultural-setting skill 國際視野／文化交流技巧	4.4	2.5	2.5	1.3
511	News curation 新聞策展	3.3	2.9	3.6	1.5
512	Data analysis 數據分析	2.0	1.4	1.3	0.9
513	Trends and changes of the financial market 金融市場之趨勢及變化	1.7	1.2	0.8	0.7
514	Social media applications 社交媒體的應用	2.7	1.4	2.1	1.2
515	Others 其他	-	-	-	-

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial 經理級 %*	Supervisory 主任級 %*	Editorial/ Production/ Execuational 編採／製作／ 執行人員級 %*	Supporting/ Technical 輔助／ 技術人員級 %*
Innovative Media Technology (Digital / New Media Sector) 創新媒體科技（數碼／新媒體業）					
601	Hardware and Software (Interaction design) 硬件和軟件（互動設計）	1.9	1.5	0.8	1.7
602	New media technology for public engagement and promotion (E.g. Cross-disciplinary design application on public engagement, APP & Game development, Alternate Reality Game etc.) 新媒體技術的公眾參與和推廣（如公眾參與科技的設計應用，APP 和遊戲開發，真實體驗交流遊戲等）	1.8	1.5	0.9	1.3
603	Application of new media technologies on various media projects (e.g. active wifi, programming, sensors, 360 video shooting and transparent interface etc) 新媒體技術應用（如主動無線網絡，編寫程式，傳感器，360 視頻拍攝，透明聯接界面等應用）	1.7	1.6	0.7	1.4
604	Others 其他	-	-	-	-
Industry Specific Skills (Digital / New Media Sector) 業內專業技能（數碼／新媒體業）					
701	(Content) Research skills 資料內容蒐集技巧	3.2	2.9	1.2	2.8
702	Creativity and cultural insights 對創意，文化和科技發展的瞭解	2.2	2.0	0.6	1.5
703	Technology development insights 對科技發展的瞭解	2.0	1.9	0.9	1.5
704	Specific Technical skills (e.g. editing, photoshop, programming etc) 專門技術（如編輯，軟件，編寫程式等）	3.0	2.9	0.7	6.8
705	Others (e.g.: Customer Service, Communication skills) 其他（例：顧客服務、溝通技巧）	0.1	0.1	-	-
Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）					
801	Website design and supporting skills 網站設計及支援技巧	10.1	7.9	9.4	16.3
802	Market research applications 市場調查的應用	12.5	35.8	28.5	15.7
803	Consumer database management 客戶資料庫管理	12.2	21.7	8.9	12.2
804	Innovative media research and applications 創新媒體的研究及應用	9.9	13.3	8.4	17.0
805	Multimedia knowledge and applications 多媒體的知識及應用	10.2	22.3	22.7	42.3
806	Social media marketing 社交媒體營銷	11.9	14.0	9.2	12.5
807	Others (e.g.: Advertisement/ Hardware or software Interaction Design) 其他（例：廣告/軟硬件互動設計）	-	0.1	-	0.2

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial 經理級 %*	Supervisory 主任級 %*	Editorial/ Production/ Execuational 編採／製作／ 執行人員級 %*	Supporting/ Technical 輔助／ 技術人員級 %*
Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）					
901	Account strategic planning 客戶策略規劃	27.7	27.8	12.4	14.5
902	Sales/marketing strategic planning 銷售／市場推廣策略規劃	27.7	46.4	35.5	17.2
903	Media planning and market research 傳媒規劃及市場研究	8.0	16.9	10.8	13.1
904	Creativity and cultural insights 對創意及文化的瞭解	11.5	19.9	19.6	45.7
905	PR consultation/presentation skills 公關的諮詢／表達技巧	15.6	20.1	15.7	6.8
906	Project management 項目管理	11.1	13.0	8.6	12.9
907	Others (e.g.: Finance knowledge, Intellectual property and copyright law, Computer Graphic/ Artwork design, Research skills related to advertising product and media technology development) 其他（例：財務知識、知識產權及版權、電腦圖像／原稿設計、廣告商品及媒體科技發展相關資訊搜查技巧）	2.7	1.8	1.7	2.0
Innovative Media Technology (Media Production Sector) 創新媒體科技（媒體製作業）					
1001	Innovative media technology products (e.g. Interactive TV, OTT, etc.) 創新媒體科技產品（如互動電視、OTT 服務等）	8.9	2.9	6.2	1.9
1002	Application of new technologies in production (e.g. Aerial Videography, 4K / 8K Production Stereoscopy Production, HD/SLR Workflow, Panoramic Videography, etc.) 新科技在製作流程上的應用（如航空拍攝、4K / 8K 製作、3D 製作、單反錄像工作流程、全景錄像拍攝等）	9.5	1.4	10.1	8.6
1003	Computer literacy skills (e.g. Cloud System, Digital Post-Production etc.) 電腦應用技巧（如雲端系統、數碼後期處理等）	4.3	6.2	5.4	17.5
1004	Others 其他	-	-	-	-
Industry Specific Skills (Media Production Sector) 業內專業技能（媒體製作業）					
1101	TV/media production skills 電視／媒體技巧	7.3	2.4	4.3	6.7
1102	Media law and ethics 傳媒法規與操守	2.1	0.8	10.8	2.8
1103	Intellectual property and copyright law 知識產權及版權法	2.3	0.9	11.4	0.3
1104	Critical thinking skills and cross-media knowledge 批判性思考技巧及跨媒體知識	0.7	0.8	4.6	2.8

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial 經理級 %*	Supervisory 主任級 %*	Editorial/ Production/ Executional 編採／製作／ 執行人員級 %*	Supporting/ Technical 輔助／ 技術人員級 %*
Industry Specific Skills (Media Production Sector) (Continued) 業內專業技能（媒體製作業）（續）					
1105	Research skills 調查技巧	0.6	0.7	2.4	0.2
1106	Multi-tasking skills 一身多職的能力	9.1	4.1	10.5	13.6
1107	Visual design and aesthetics 視覺設計及美學	3.5	0.7	6.4	7.5
1108	Others 其他	-	-	-	-

* As a percentage of number of responding cases by job level.

* 佔填覆公司百分率（按技能等級劃分）。

Table 12.2 Percentage of Companies which Indicated the Need to Enhance Skills / Knowledge of MC Employees by Branch

**表 12.2 填報需加強大眾傳播僱員技能／知識的公司所佔百分率
(按門類劃分)**

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News & Information/ Advertising Sales / PR Department in Radio and Television Stations 電台及電視台的新 聞及資訊部	News Agencies 新聞 通訊社	Digital / New Media 數碼／ 新媒體	Public Relations Services Suppliers 公共關係 服務供應 商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR /Advertising / Marketing Department in Companies / Institutions 公司或機構內企 業傳訊／公共關 係／廣告／市場 部	Media Production 媒體製作	
		Include Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部									
		%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
Management Skills 管理技能											
101	Corporate communications/public relations/public affairs management 企業傳訊／公共關係／公共事務管理	50.0	8.1	22.7	11.1	39.1	23.8	7.3	72.4	10.8	
102	Production management 製作管理	50.0	17.2	31.8	33.3	43.5	5.0	6.5	28.1	26.3	
103	Marketing management 市場管理	50.0	18.3	27.3	33.3	43.5	12.8	9.7	62.0	8.9	
104	Human resources management 人力資源管理	50.0	8.1	9.1	11.1	26.1	9.2	1.5	20.8	15.0	
105	Financial management 財務管理	50.0	4.8	9.1	-	17.4	5.3	3.2	15.6	7.5	
106	Strategic planning management 策略計劃管理	50.0	14.5	27.3	11.1	39.1	18.8	3.5	33.3	2.2	
107	Crisis management 危機管理	50.0	5.4	22.7	22.2	43.5	8.9	2.5	24.5	8.1	
108	Self-management 自我管理	50.0	33.3	22.7	11.1	60.9	18.1	8.4	21.9	22.5	
109	Others 其他	-	-	-	-	-	0.7	0.8	-	-	

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News & Information/ Advertising Sales / PR Department in Radio and Television Stations 電台及電視台的新 聞及資訊部	News Agencies 新聞 通訊社	Digital / New Media 數碼／ 新媒體	Public Relations Services Suppliers 公共關係 服務供應 商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR /Advertising / Marketing Department in Companies / Institutions 公司或機構內企 業傳訊／公共關 係／廣告／市場 部	Media Production 媒體製作	
		Include Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部						%*	%*	%*	%*
		%*	%*	%*	%*	%*	%*	%*	%*	%*	
China-related Knowledge 有關中國的知識											
201	Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟 發展	75.0	34.9	45.5	66.7	52.2	31.6	8.3	33.3	19.2	
202	Industry practices in the mainland of China 在中國內地的行業常規	70.0	19.9	50.0	66.7	60.9	26.6	6.8	29.7	8.7	
Language Skills 語文技能											
301	Spoken English 英語會話	55.0	12.9	31.8	55.6	30.4	25.9	17.7	44.3	25.4	
302	Putonghua 普通話	35.0	30.6	27.3	33.3	60.9	37.9	15.3	51.6	19.2	
303	Written English 英文書寫能力	55.0	42.5	27.3	22.2	39.1	27.7	13.9	41.1	19.0	
304	Written Chinese 中文書寫能力	50.0	50.0	22.7	11.1	34.8	25.2	11.2	37.5	12.6	
305	Translation 翻譯	30.0	23.1	13.6	33.3	30.4	9.9	2.9	20.8	6.9	
306	Others (e.g.: Korean, Japanese, Chinese Dialect) 其他(例: 韓國語、日本語、中國方 言)	5.0	-	4.5	-	-	2.5	0.8	-	0.9	

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		Include Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部						%*	%*	%*	%*
		%*	%*	%*	%*	%*	%*	%*	%*	%*	
Innovative Media Technology (Journalism Sector) 創新傳媒科技（新聞業）											
401	Innovative media technology products 創新媒體科技產品	65.0	15.6	22.7	55.6	4.3	0.7	-	-	-	
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production and Internet transmission and mobile device application) 新媒體科技在編採工作上的應用 （如數碼拍攝、數碼製作、網路傳輸 及流動通訊應用等）	70.0	37.1	40.9	44.4	-	0.7	-	-	-	
403	Computer literacy skills (e.g. digital graphics and Chinese word processing) 電腦應用技巧（如數碼圖象處理及中 文輸入法等）	75.0	38.7	40.9	44.4	-	0.7	-	-	-	
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	80.0	23.7	72.7	55.6	-	0.4	-	-	-	
Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）											
501	Reporting and editing skills 編採技巧	70.0	57.5	40.9	77.8	-	0.7	-	-	-	
502	Print/TV/media production skills 印刷／電視／媒體製作技巧	45.0	36.0	27.3	-	-	-	-	-	-	
503	Media law and ethics 傳媒法規與操守	65.0	29.6	45.5	44.4	-	0.7	-	-	-	

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		Include Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部						%*	%*	%*	%*
		%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
Industry Specific Skills (Journalism Sector) (Continued) 業內專業技能（新聞業）（續）											
504	Intellectual property and copyright law 知識產權及版權法	60.0	31.7	22.7	44.4	-	0.7	-	-	-	
505	Strategic news planning 新聞規劃	55.0	14.5	40.9	33.3	-	0.4	-	-	-	
506	Integration of the Internet with journalism 互聯網與新聞的結合	75.0	10.2	50.0	55.6	-	0.7	-	-	-	
507	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	45.0	7.0	13.6	22.2	-	0.7	-	-	-	
508	Audience research 受眾調查	40.0	7.0	9.1	11.1	-	0.4			-	
509	Multi-tasking skills 一身多職的能力	50.0	33.9	27.3	33.3	4.3	0.4	-	-	-	
510	Global vision/cultural-setting skill 國際視野／文化交流技巧	45.0	23.7	22.7	22.2	-	0.7	-	-	-	
511	News curation 新聞策展	50.0	29.6	36.4	33.3	-	0.4	-	-	-	
512	Data analysis 數據分析	45.0	9.1	31.8	-	-	0.7	-	-	-	
513	Trends and changes of the financial market 金融市場之趨勢及變化	30.0	7.0	13.6	11.1	-	0.4	-	-	-	
514	Social media applications 社交媒體的應用	45.0	16.7	13.6	44.4	-	0.7	-	-	-	

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		Include Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部									
		%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
Innovative Media Technology (Digital / New Media Sector) 創新媒體科技 (數碼／新媒體業)											
601	Hardware and Software (Interaction design) 硬件和軟件 (互動設計)	-	-	4.5	-	60.9	0.7	0.8	-	-	
602	New media technology for public engagement and promotion (E.g. Cross-disciplinary design application on public engagement, APP & Game development, Alternate Reality Game etc.) 新媒體技術的公眾參與和推廣 (如公眾參與科技的設計應用, APP 和遊戲開發, 真實體驗交流遊戲等)	-	5.4	-	-	34.8	0.7	0.8	-	-	
603	Application of new media technologies on various media projects (e.g. active wifi, programming, sensors, 360 video shooting and transparent interface etc) 新媒體技術應用 (如主動無線網絡, 編寫程式, 傳感器, 360 視頻拍攝, 透明聯接界面等應用)	-	-	-	-	47.8	0.7	0.8	0.5	-	

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		Include Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部									
		%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
Industry Specific Skills (Digital / New Media Sector) 業內專業技能（數碼／新媒體業）											
701	(Content) Research skills 資料內容蒐集技巧	-	5.9	4.5	-	43.5	0.4	1.5	3.6	-	
702	Creativity and cultural insights 對創意，文化和科技發展的瞭解	-	-	-	-	52.2	0.7	0.8	3.6	-	
703	Technology development insights 對科技發展的瞭解	-	5.4	-	-	30.4	0.7	0.8	3.6	-	
704	Specific Technical skills(e.g. editing, photoshop, programming etc) 專門技術（如編輯，軟件，編寫程式 等）	-	-	4.5	-	56.5	0.7	3.8	3.1	-	
705	Others (e.g.: Customer Service, Communication skills) 其他（例：顧客服務、溝通技巧）	-	-	-	-	4.3	-	-	-	-	
Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技（廣告與公共關係業）											
801	Website design and supporting skills 網站設計及支援技巧	-	1.1	-	-	4.3	4.6	13.4	31.3	-	
802	Market research applications 市場調查的應用	-	0.5	-	-	-	19.1	28.2	38.5	-	
803	Consumer database management 客戶資料庫管理	-	0.5	-	-	-	25.9	16.0	26.0	-	
804	Innovative media research and applications 創新媒體的研究及應用	-	0.5	-	-	-	7.4	15.0	22.9	-	
805	Multimedia knowledge and applications 多媒體的知識及應用	-	1.1	-	-	4.3	33.7	39.1	45.3	-	

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		Include Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部									
		%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
Innovative Media Technology (Advertising and Public Relations Sector) (Continued) 創新傳媒科技（廣告與公共關係業）（續）											
806	Social media marketing 社交媒體營銷	-	1.1	-	-	4.3	17.0	11.8	37.0	-	
807	Others (e.g.: Advertisement/ Hardware or software Interaction Design) 其他（例：廣告/軟硬件互動設計）	-	-	-	-	-	-	0.1	-	-	
Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）											
901	Account strategic planning 客戶策略規劃	-	-	-	-	-	48.9	28.9	21.4	-	
902	Sales/marketing strategic planning 銷售／市場推廣策略規劃	-	0.5	-	-	-	29.8	44.6	63.5	-	
903	Media planning and market research 傳媒規劃及市場研究	-	1.1	-	-	-	17.0	13.6	37.5	-	
904	Creativity and cultural insights 對創意及文化的瞭解	-	-	-	-	-	12.4	40.1	22.9	-	
905	PR consultation/presentation skills 公關的諮詢／表達技巧	-	1.1	-	-	4.3	73.4	6.0	46.9	-	
906	Project management 項目管理	-	-	-	-	4.3	11.7	9.7	28.1	-	
907	Others (e.g.: Finance knowledge, Intellectual property and copyright law, Computer Graphic/ Artwork design, Research skills related to advertising product and media technology development) 其他（例：財務知識、知識產權及版 權、電腦圖像/ 原稿設計、廣告商品 及媒體科技發展相關資訊搜查技巧）	-	-	-	-	-	0.7	1.4	2.6	-	

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News & Information/ Advertising Sales / PR Department in Radio and Television Stations 電台及電視台的新 聞及資訊部	News Agencies 新聞 通訊社	Digital / New Media 數碼／ 新媒體	Public Relations Services Suppliers 公共關係 服務供應 商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR /Advertising / Marketing Department in Companies / Institutions 公司或機構內企 業傳訊／公共關 係／廣告／市場 部	Media Production 媒體製作	
		Include Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部						%*	%*	%*	%*
		%*	%*	%*	%*	%*	%*	%*	%*	%*	
Innovative Media Technology (Media Production Sector) 創新媒體科技 (媒體製作業)											
1001	Innovative media technology products (e.g. Interactive TV, OTT, etc.) 創新媒體科技產品 (如互動電視、 OTT 服務等)	-	-	4.5	-	4.3	0.4	-	0.5	29.4	
1002	Application of new technologies in production (e.g. Aerial Videography, 4K / 8K Production Stereoscopy Production, HD/SLR Workflow, Panoramic Videography, etc.) 新科技在製作流程上的應用 (如航空 拍攝、4K / 8K 製作、3D 製作、單反 錄像工作流程、全景錄像拍攝等)	-	-	4.5	-	4.3	0.4	-	-	46.8	
1003	Computer literacy skills (e.g. Cloud System, Digital Post-Production etc.) 電腦應用技巧 (如雲端系統、數碼後 期處理等)	-	-	4.5	-	4.3	0.7	-	-	45.6	
1004	Others 其他	-	-	-	-	-	-	-	-	-	
Industry Specific Skills (Media Production Sector) 業內專業技能 (媒體製作業)											
1101	TV/media production skills 電視／媒體技巧	-	-	4.5	-	4.3	-	-	0.5	26.3	
1102	Media law and ethics 傳媒法規與操守	-	-	-	-	4.3	0.7	-	-	29.9	
1103	Intellectual property and copyright law 知識產權及版權法	-	-	-	-	4.3	0.7	-	0.5	31.1	

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		Include Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部									
		%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
Industry Specific Skills (Media Production Sector) (Continued) 業內專業技能（媒體製作業）（續）											
1104	Critical thinking skills and cross-media knowledge 批判性思考技巧及跨媒體知識	-	-	-	-	-	0.7	-	0.5	11.8	
1105	Research skills 調查技巧	-	-	-	-	-	0.7	-	0.5	6.4	
1106	Multi-tasking skills 一身多職的能力	-	-	-	-	-	0.7	-	0.5	44.0	
1107	Visual design and aesthetics 視覺設計及美學	-	-	4.5	-	-	0.4	-	0.5	26.7	

* As a percentage of number of responding cases by branch.

* 佔填覆公司百分率（按門類劃分）。

Table 13 Number of Training Places Planned to be Provided/ Sponsored by Employers in the Next 12 Months by Branch by Job Level by Type of Skills/ Knowledge

表 13 未來 12 個月僱主計劃提供／資助的培訓名額（按門類／技能等級及技能／知識的類別劃分）

Type of Skills and/or Knowledge 技能/知識的類別 Job Level 技能等級	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新媒體科技 (新聞業)	Industry Specific Skills (Journalism Sector) 業內專業技能 (新聞業)	Innovative Media Technology (Digital / New Media Sector) 創新媒體科技 (數碼/新媒體業)	Industry Specific Skills (Digital / New Media Sector) 業內專業技能 (數碼/新媒體業)	Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技 (廣告與公共關係業)	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能 (廣告與公共關係業)	Innovative Media Technology (Media Production Sector) 創新媒體科技 (媒體製作業)	Industry Specific Skills (Media Production Sector) 業內專業技能 (媒體製作業)	Others 其他	Overall 整體
① Newspapers 報紙業													
Managerial 經理級	90	95	90	91	96	-	-	-	-	-	-	-	462
Supervisory 督導級	-	224	221	221	225	-	-	-	-	-	-	-	891
Editorial/Production 編採／製作人員級	-	557	482	489	530	-	-	-	-	-	-	-	2 058
Supporting/Technical 輔助／技術人員級	-	-	64	69	65	-	-	-	-	-	-	-	198
Sub-total 小計	90	876	857	870	916	-	-	-	-	-	-	-	3 609

Type of Skills and/or Knowledge 技能/知識的類別	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新媒體科技 (新聞業)	Industry Specific Skills (Journalism Sector) 業內專業技能 (新聞業)	Innovative Media Technology (Digital / New Media Sector) 創新媒體科技 (數碼/新媒體業)	Industry Specific Skills (Digital / New Media Sector) 業內專業技能 (數碼/新媒體業)	Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技 (廣告與公共關係業)	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能 (廣告與公共關係業)	Innovative Media Technology (Media Production Sector) 創新媒體科技 (媒體製作業)	Industry Specific Skills (Media Production Sector) 業內專業技能 (媒體製作業)	Others 其他	Overall 整體
④ News Agencies 新聞通訊社													
Managerial 經理級	-	3	3	-	3	-	-	-	-	-	-	-	9
Supervisory 督導級	-	3	3	-	10	-	-	-	-	-	-	-	16
Editorial/Production 編採/製作人員級	-	10	10	1	29	-	-	-	-	-	-	-	50
Supporting/Technical 輔助/技術人員級	-	1	1	1	-	-	-	-	-	-	-	-	3
Sub-total 小計	-	17	17	2	42	-	-	-	-	-	-	-	78
Total ① - ④ (Journalism⁽¹⁾) 總數 (新聞業⁽¹⁾)	316	956	941	1 197	1 269	-	-	-	-	-	-	9	4 688
⑤ Digital / New Media 數碼/新媒體													
Managerial 經理級	19	9	9	-	-	10	10	-	-	-	-	-	57
Supervisory 督導級	15	7	7	-	-	10	14	-	-	-	-	-	53
Editorial/Production 編採/製作人員級	63	63	78	-	-	78	83	-	-	-	-	-	365
Supporting/Technical 輔助/技術人員級	-	-	-	-	-	-	3	-	-	-	-	-	3
Sub-total 小計	97	79	94	-	-	98	110	-	-	-	-	-	478

Type of Skills and/or Knowledge 技能/知識的類別 Job Level 技能等級	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新媒體科技 (新聞業)	Industry Specific Skills (Journalism Sector) 業內專業技能 (新聞業)	Innovative Media Technology (Digital / New Media Sector) 創新媒體科技 (數碼/新媒體業)	Industry Specific Skills (Digital / New Media Sector) 業內專業技能 (數碼/新媒體業)	Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技 (廣告與公共關係業)	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能 (廣告與公共關係業)	Innovative Media Technology (Media Production Sector) 創新媒體科技 (媒體製作業)	Industry Specific Skills (Media Production Sector) 業內專業技能 (媒體製作業)	Others 其他	Overall 整體
⑥ Public Relations Services Suppliers 公共關係服務供應商													
Managerial 經理級	22	9	50	-	-	-	1	36	52	-	-	-	170
Supervisory 督導級	22	1	50	1	1	1	1	52	78	-	-	-	207
Editorial/Production 編採/製作人員級	2	3	110	1	1	1	1	150	204	1	-	-	474
Supporting/Technical 輔助/技術人員級	-	-	-	-	-	-	-	-	-	-	-	-	-
Sub-total 小計	46	13	210	2	2	2	3	238	334	1	-	-	851
⑦ Advertising Companies, Agencies and Other Advertising Services 廣告業機構													
Managerial 經理級	86	1	6	-	-	-	-	106	106	-	-	-	305
Supervisory 督導級	84	6	11	-	-	-	-	207	202	-	-	-	510
Editorial/Production 編採/製作人員級	3	-	8	-	-	-	-	552	627	-	-	-	1 190
Supporting/Technical 輔助/技術人員級	6	1	11	-	-	-	-	240	125	-	-	-	383
Sub-total 小計	179	8	36	-	-	-	-	1105	1060	-	-	-	2 388

Type of Skills and/or Knowledge 技能/知識的類別	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新媒體科技 (新聞業)	Industry Specific Skills (Journalism Sector) 業內專業技能 (新聞業)	Innovative Media Technology (Digital / New Media Sector) 創新媒體科技 (數碼/新媒體業)	Industry Specific Skills (Digital / New Media Sector) 業內專業技能 (數碼/新媒體業)	Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技 (廣告與公共關係業)	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能 (廣告與公共關係業)	Innovative Media Technology (Media Production Sector) 創新媒體科技 (媒體製作業)	Industry Specific Skills (Media Production Sector) 業內專業技能 (媒體製作業)	Others 其他	Overall 整體
⑧ Corporate Communications/Public Relations/Advertising/Marketing Department in Companies/Institutions 公司或機構內企業傳訊/公共關係/廣告/市場部													
Managerial 經理級	291	11	179	-	-	-	-	11	61	-	-	-	553
Supervisory 督導級	309	11	111	-	-	1	6	42	148	-	-	-	628
Editorial/Production 編採/製作人員級	37	10	181	-	-	1	-	48	329	1	1	-	608
Supporting/Technical 輔助/技術人員級	-	-	-	-	-	-	-	-	-	-	-	-	-
Sub-total 小計	637	32	471	-	-	2	6	101	538	1	1	-	1 789
Total⑥-⑧ (Advertising and PR) 總數 (廣告與公共關係業)	862	53	717	2	2	4	9	1 444	1 932	2	1	-	5 028
⑨ Media Production Companies 媒體製作業機構													
Managerial 經理級	33	-	1	-	-	-	-	-	-	134	57	-	225
Supervisory 督導級	28	-	28	-	-	-	-	-	-	44	51	-	151
Editorial/Production 編採/製作人員級	-	-	-	-	-	-	-	-	-	79	125	-	204
Supporting/Technical 輔助/技術人員級	-	-	104	-	-	-	-	-	-	128	148	-	380
Sub-total 小計	61	-	133	-	-	-	-	-	-	385	381	-	960

Type of Skills and/or Knowledge 技能/知識的類別 Job Level 技能等級	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新媒體科技 (新聞業)	Industry Specific Skills (Journalism Sector) 業內專業技能 (新聞業)	Innovative Media Technology (Digital / New Media Sector) 創新媒體科技 (數碼/新媒體業)	Industry Specific Skills (Digital / New Media Sector) 業內專業技能 (數碼/新媒體業)	Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技 (廣告與公共關係業)	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能 (廣告與公共關係業)	Innovative Media Technology (Media Production Sector) 創新媒體科技 (媒體製作業)	Industry Specific Skills (Media Production Sector) 業內專業技能 (媒體製作業)	Others 其他	Overall 整體
Grand Total (All Branches) 總數 (所有門類)	1 336	1 088	1 885	1 199	1 271	102	119	1 444	1 932	387	382	9	11 154

Manpower Projection of the Advertising and Public Relations Sector for 2016-2020 Using the Labour Market Analysis (LMA) Approach

Methodology

The Labour Market Analysis (LMA) approach first examines a group of key statistical data collected by a reliable and independent authority that reflect important changes in the local economy, demography and labour market. It then selects some of the data as independent variables and builds a statistical model that can be used to project manpower demand in the economic sector under study. In other words, the model makes use of some relevant and reliable economic indicators to project manpower demand in the short and medium term.

2. Statistical modelling (SM) has been successfully applied to the advertising and public relations sector since 2003. The building of this statistical model comprises two main steps. The first step is called ‘Diagnostic’ because during this step two sets of statistical data are tested to select determinants. Set I comprises 9 core statistics in National Accounts (e.g. Gross Domestic Products (GDP) and its components) of Hong Kong. These statistics provide information about our key economic activities. Set II comprises 42 economic indicators with more disaggregate information about the economy. Such information includes consumption, investment, trade, tourism, property and related activities, and information about the labour market, etc. From these two sets, some determinants can be found. To minimize Types I & II errors, these determinants are statistically tested for multi-collinearity before they are grouped into principal components (PCs). The second step of statistical modelling is called ‘Prognostic’ because during this step these PCs are used to build and maintain the statistical models for manpower projection.

Manpower Projection for Advertising and Public Relations Sector

3. At the ‘Diagnostic’ step, Principal Component Analysis (PCA) has been used to select determinants from the two sets of economic indicators. In the advertising and public relations sector, 9 determinants have been found from the 51 economic indicators. The manpower requirements in the advertising and public relations sector can be thus explained by the following groups of determinants, called Principal Components (PCs):

- (i) Composite Consumer Price Index [CCPI];
- (ii) Electricity Consumption [EC];
- (iii) Exports of Services in Volume Index [XSER];
- (iv) Hong Kong Best Lending Rate [R];
- (v) No. of Visitors Arrival [VA];
- (vi) Property Price Index (Private Domestic Only) [PPI];
- (vii) Restaurant Receipts in Value Index [RESVA];
- (viii) Retail Sales in Value Index [RSVA]; and
- (ix) Total Loans and Advances (HK\$ Millions) [LA].

4. A statistical model has been developed by using PCA to select determinants. The PCs comprise the five determinants of EC, XSER, RESVA, VA and CCPI. From the recursive tests, it can be shown that these PCs can explain most of the variability of the variance (total information) in the past years in the manpower requirements; therefore, they can be safely used to forecast the manpower requirements in the near future. At the 'Prognostic' step, Principal Component Regression (PCR) technique is then applied for the statistical model. The model indicates that there is a strong positive correlation between manpower and the PCs. The Adjusted R-square worked out to be 0.99, indicating that 99% of the variation of the manpower requirements can be explained by the PCs at 95% confidence level.

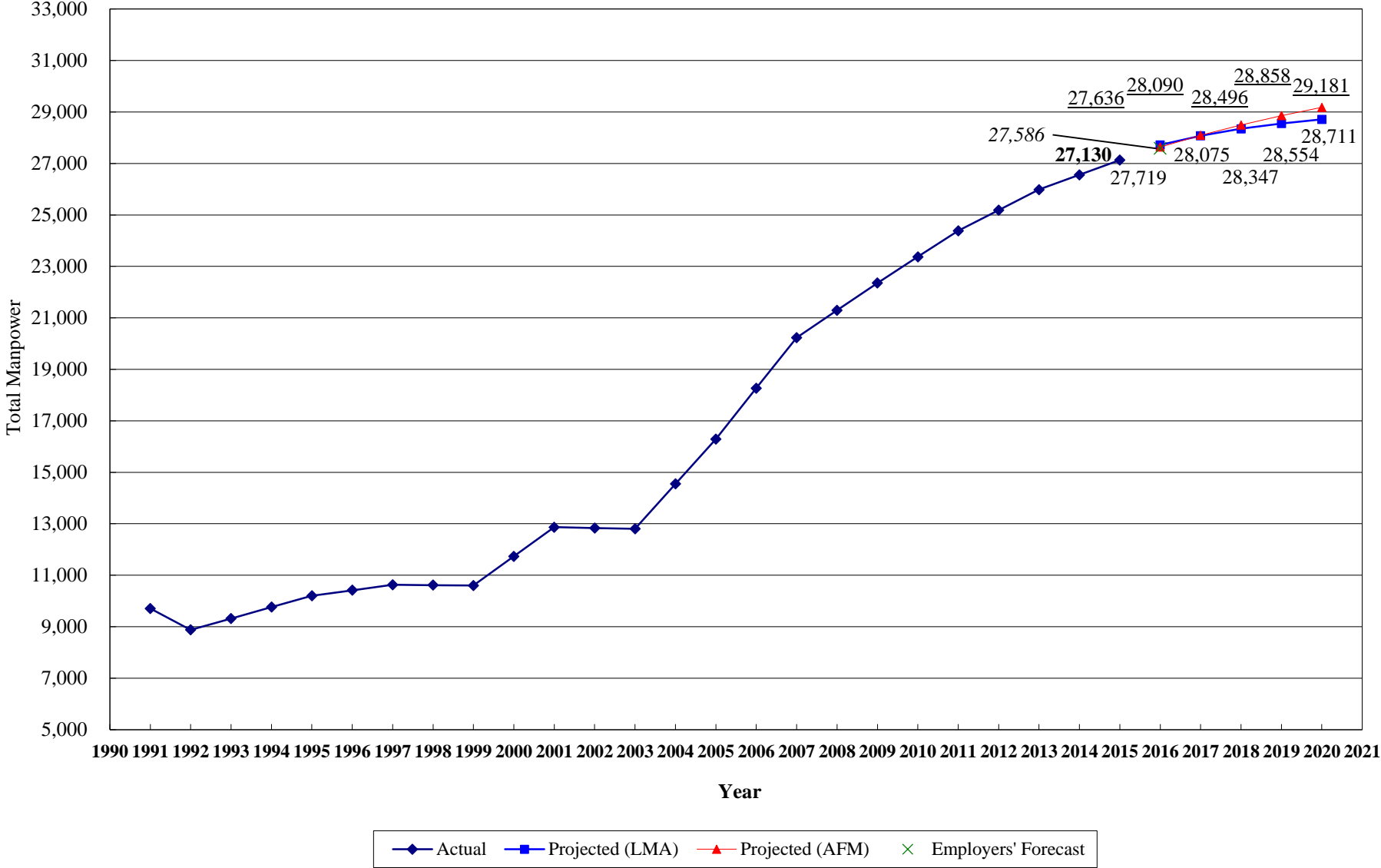
5. The manpower demand for advertising and public relations sector in 2016-2020 is projected using three methods, namely Labour Market Analysis (LMA), Adaptive Filtering Method (AFM) and Employers' Forecast (EF) as shown in Table 1 and Figure 1.

Table 1 Summary for Manpower Projections by Different Methods

Year	Actual Manpower	Projected Manpower (LMA)	Projected Manpower (AFM)	Employer's Forecast (EF)
2015F ⁽¹⁾	27,130			
2016F ⁽²⁾		27,719 (2.2%)*	27,636 (1.9%)*	27,586 (1.7%)*
2017F ⁽²⁾		28,075 (1.3%)**	28,090 (1.6%)**	
2018F ⁽²⁾		28,347 (1.0%)**	28,496 (1.4%)**	
2019F ⁽²⁾		28,554 (0.7%)**	28,858 (1.3%)**	
2020F ⁽²⁾		28,711 (0.5%)**	29,181 (1.1%)**	
*	as percentage change vs actual manpower in 2016 ⁽¹⁾			
**	as percentage change vs projected manpower in previous year			
LMA	Labour Market Analysis			
AFM	Adaptive Filtering Method			

Notes: (1) Actual survey data in January and February of the subsequent year.
(2) Projected data in January and February of the subsequent year.

Figure 1 Manpower Projections by Different Methods for Advertising and Public Relations Sector



廣告與公共關係業 2016 至 20 年的 人力預測數字（採用人力市場分析方法）

「人力市場分析方法」

1. 使用「人力市場分析方法」（Labour Market Analysis Approach，簡稱 LMA）作人力需求預測，程序是這樣的：採用由一可靠獨立機構收集的一系列反映本地經濟、人口分布和人力市場狀況的主要統計數據，仔細分析，然後在當中選出部分作為獨立變數，以之建立一個統計模型，用作預測某個經濟範疇的人力需求。換言之，統計模型是以可靠的相關經濟指標為基礎，推算有關經濟範疇的短期及中期人力需求。

2. 本會自 2003 年開始透過建立統計模型來推算廣告與公共關係業的人力需求，結果證明是可行的。建立這類模型，主要牽涉兩個階段：第一個階段是「診斷」，意即測試兩組統計數據，以得出數個決定因子。第一組數據包括國民帳戶中的 9 個核心數據，例如本地生產總值及其組成數據。憑這些數據，我們可以知道主要經濟活動的情況。第二組數據包含 42 個經濟指標，由此我們可以得到較廣泛的經濟信息，包括消費、投資、貿易、旅遊、房地產及相關活動，以及人力市場等。上述的決定因子就是由這兩組數據分析出來的。這些決定因子會經過統計測試，找出它們的多共線性，然後才會分成不同的主要因素，以減少第一、二類誤差。第二個階段是「預斷」，意即用上述的主要因素建立和維持統計模型，以作人力需求預測。

廣告與公共關係業人力需求預測

3. 在「診斷」階段使用「主要因素分析法」（Principal Component Analysis，簡稱 PCA）從兩組經濟指標中選取決定因子已經證實是可行的。在廣告與公共關係業的 51 個經濟指標中，有 9 個被選作決定因子。從以下 9 組決定因子（又稱「主要因素」，Principal Components，簡稱 PCs），我們可以解釋廣告與公共關係業的人力需求：

- (i) 綜合消費物價指數 [CCPI]；
- (ii) 電力消耗量 [EC]；
- (iii) 服務出口物量指數 [XSER]；
- (iv) 香港最優惠貸款利率 [R]；
- (v) 訪港旅客人數 [VA]；
- (vi) 物業價格指數（以私人住宅為限）[PPI]；
- (vii) 食肆收益價值指數 [RESVA]；
- (viii) 零售價值指數 [RSVA]；以及
- (ix) 貸款及墊款總額（百萬港元）[LA]。

4. 本會透過使用「主要因素分析法」，選出決定因子來建立一個統計模型。這 5 個決定因子，包括電力消耗量、服務出口物量指數、食肆收益價值指數、訪港旅客人數、綜合消費物價指數。經過遞迴測試，我們發現這 5 個決定因子最能解釋過去多年來人力需求中的信息變化；故此，我們可以放心選用這 5 個決定因子，以找出未來的人力需求。在「預斷」階段，我們把主要因素迴歸法（PCR）應用在統計模型上。從模型看到，人力需求和主要因素之間有很強的相互關係，經調整的 R-正方的值是 0.99，即是 99% 的人力需求變化可以由主要因素解釋，置信程度達 95%。

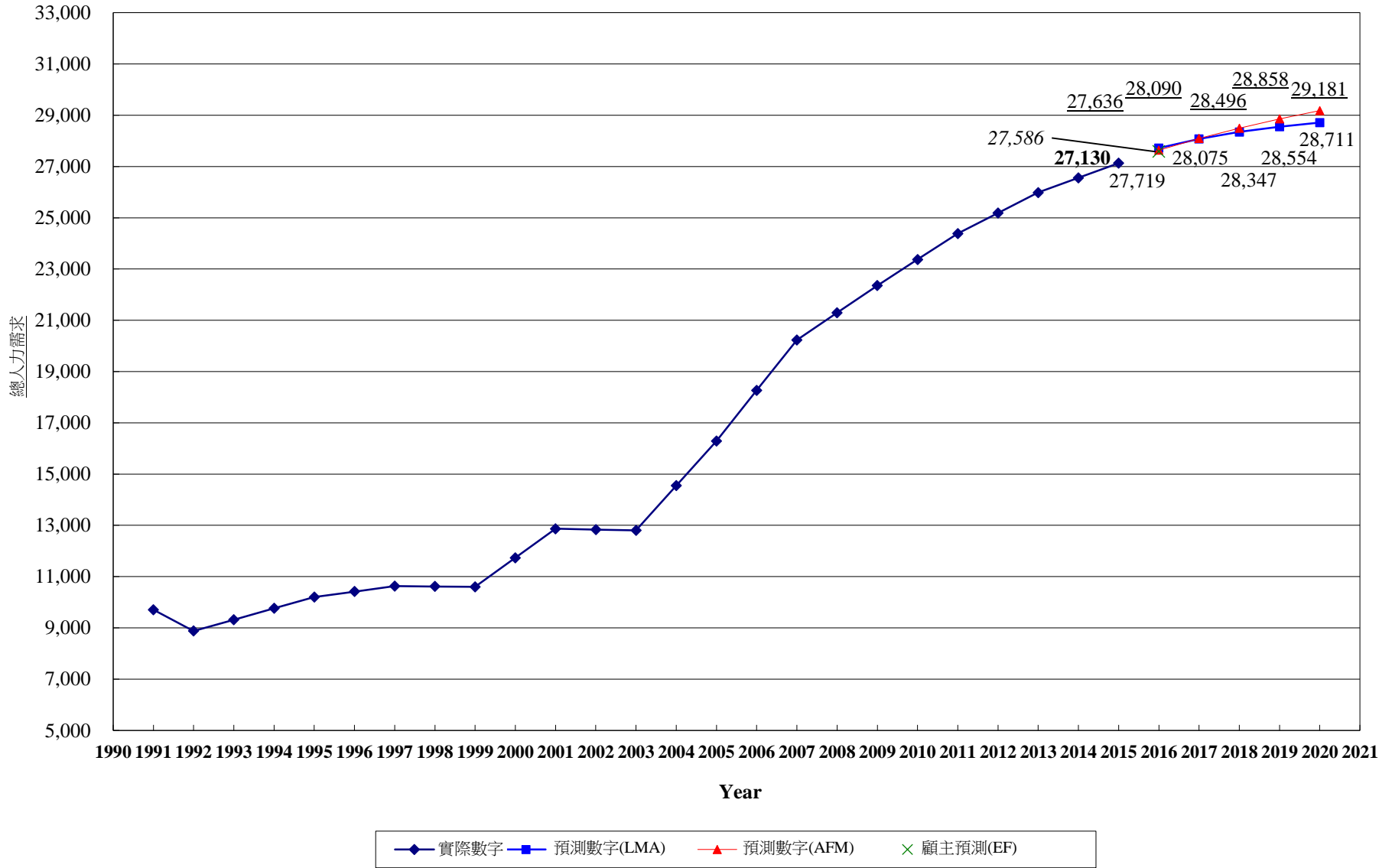
5. 除了使用「人力市場分析方法」（LMA）外，本會亦採用「調節過濾法」（AFM）和「僱主預測的人力需求」（EF），以推算廣告與公共關係業 2016 至 20 年的人力需求，詳情見下列表 1 及圖 1。

表 1 採用不同方法推算所得的人力需求摘要

年份	實際數字	統計模型 (LMA)	調節過濾法 (AFM)	僱主預測 (EF)
2015F ⁽¹⁾	27,130			
2016F ⁽²⁾		27,719 (2.2%)*	27,636 (1.9%)*	27,586 (1.7%)*
2017F ⁽²⁾		28,075 (1.3%)**	28,090 (1.6%)**	
2018F ⁽²⁾		28,347 (1.0%)**	28,496 (1.4%)**	
2019F ⁽²⁾		28,554 (0.7%)**	28,858 (1.3%)**	
2020F ⁽²⁾		28,711 (0.5%)**	29,181 (1.1%)**	
*	相對於 2016 年實際人力的百分率轉變 ⁽¹⁾			
**	相對於前一年推算人力的百分率轉變			
LMA	人力市場分析法			
AFM	調節過濾法			

註： (1) 翌年 1 月及 2 月時的實際調查數據。
(2) 翌年 1 月及 2 月時的推算數據。

圖 1 藉不同方法得出的預測人力需求（廣告與公共關係業）



Planned Output of Graduates from UGC/Government-Funded Mass Communication Programmes
獲大學教育資助委員會／政府資助開辦的大眾傳播課程的預計畢業人數

Institute	院校	2016				2017				2018				2019				2020				
		HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	
The University of Hong Kong	香港大學																					
Bachelor of Journalism	新聞學學士	-	-	30	-	-	-	30	-	-	-	30	-	-	-	30	-	-	-	30	-	
MPhil/PhD in Journalism	新聞學哲學碩士／博士	-	-	-	2	-	-	-	2	-	-	-	2	-	-	-	2	-	-	-	2	
The Chinese University of Hong Kong	香港中文大學																					
BSSc in Journalism and Communication	社會科學學士(新聞與傳播學)	-	-	100	-	-	-	100	-	-	-	100	-	-	-	100	-	-	-	100	-	
MPhil/PhD in Communication	傳播學哲學碩士／博士	-	-	-	13	-	-	-	13	-	-	-	13	-	-	-	13	-	-	-	13	
Hong Kong Baptist University	香港浸會大學																					
Bachelor of Communication (Honours)	傳理學學士(榮譽)	-	-	237	-	-	-	235	-	-	-	244	-	-	-	268	-	-	-	243	-	
MPhil/PhD in Communication	傳理學哲學碩士／博士	-	-	-	8	-	-	-	12	-	-	-	12	-	-	-	11	-	-	-	13	
City University of Hong Kong	香港城市大學																					
BA (Hons) in Media and Communication/Digital Television and Broadcasting	媒體與傳播／數碼電視與廣播(榮譽)文學士	-	-	344	-	-	-	408	-	-	-	341	-	-	-	332	-	-	-	348	-	
Bachelor of Arts in Creative Media	文學士(創意媒體)																					
Bachelor of Arts and Science in New Media	文理學士(新媒體)																					
Bachelor of Science in Creative Media	理學士(創意媒體)																					
PhD in Communication	傳播學哲學博士	-	-	-	8	-	-	-	12	-	-	-	10	-	-	-	2	-	-	-	5	
PhD in Creative Media	創意媒體哲學博士	-	-	-	6	-	-	-	9	-	-	-	9	-	-	-	12	-	-	-	2	

Institute 院校	2016				2017				2018				2019				2020								
	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD					
Hong Kong Institute of Vocational Education/Hong Kong Design Institute 香港專業教育學院／ 香港知專設計學院																									
HD in Creative Media / Digital Music and Media/Exhibition Design / Film and Television / Visual Communication/ Multimedia Advertising and Visual Effects/ Printing and Publishing/ Publication Design and Print Media/ Transmedia 創意媒體／數碼音樂及媒體／展覽設計／電影及電視／視覺傳意／多媒體廣告及視覺效果／印刷及出版／出版設計及印刷媒體／超媒體 高級文憑	990	-	-	-	980	-	-	-	675	-	-	-	675	-	-	-	675	-	-	-	675	-	-	-	
Total Year Total	990	-	711	37	980	-	773	48	675	-	715	46	675	-	730	40	675	-	721	35	1 738	1 801	1 436	1 445	1 431

AD - Associate Degree 副學士

DEG - First Degree 學士學位

HD - Higher Diploma 高級文憑

PgD - Postgraduate Degree/Diploma/Certificate 研究院學位／文憑／證書

Planned Output of Graduates from Self-Financed Mass Communication Programmes
以自負盈虧方式開辦的大眾傳播課程的預計畢業人數

Institute	院校	2016				2017				2018				2019				2020			
		HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD
The University of Hong Kong Master of Journalism/Postgraduate Diploma in Journalism	香港大學 新聞學碩士／深造文憑	-	-	-	75	-	-	-	76	-	-	-	75	-	-	-	75	-	-	-	75
The Chinese University of Hong Kong MA in Journalism/Global Communication MSSc in Advertising/Corporate Communication MSc in New Media	香港中文大學 新聞學／全球傳播文學碩士 廣告／企業傳播社會科學碩士 新媒體理學碩士	-	-	-	312	-	-	-	312	-	-	-	312	-	-	-	312	-	-	-	312
Hong Kong Baptist University HD in Creative Film Production AD of Arts in Journalism BA (Hons) in Creative Writing for Film, Television and New Media BSocSc (Hons) in Integrated Communication Management/ Media and Social Communication MA in Communication/ Producing for Film, Television and New Media/ International Journalism Studies MFA in Film, Television and Digital Media	香港浸會大學 創意電影製作高級文憑 新聞學副學士 新媒體及影視創意寫作(榮譽)文學士 綜合傳播管理學社會科學／媒體及社會傳播社會科學學士(榮譽) 傳理學／影視與新媒體製作管理／國際新聞 文學碩士 電影電視與數碼媒體藝術(製作)碩士	173	-	-	-	160	-	-	-	160	-	-	-	160	-	-	-	160	-	-	-
		-	67	-	-	-	58	-	-	-	43	-	-	-	60	-	-	-	60	-	-
		-	-	49	-	-	-	49	-	-	-	55	-	-	-	60	-	-	-	60	-
		-	-	146	-	-	-	150	-	-	-	160	-	-	-	160	-	-	-	160	-
		-	-	-	311	-	-	-	250	-	-	-	277	-	-	-	262	-	-	-	262
		-	-	-	32	-	-	-	38	-	-	-	34	-	-	-	38	-	-	-	36

Institute	院校	2016				2017				2018				2019				2020				
		HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	
Hong Kong Institute of Vocational Education/ Hong Kong Design Institute/ Technological and Higher Education Institute of Hong Kong	香港專業教育學院/ 香港知專設計學院/ 香港高等科技教育學院																					
HD in Advertising and Brand Management / Sales and Marketing/ Marketing/ Event Marketing and Promotion/ Advertising Design/ Public Relations and Media Business/ Advertising and Marketing Communications/ Digital Marketing and Media Communications	廣告及品牌管理/銷售及市場學/市場學/活動及推廣市場學/廣告設計/公關及媒體事業/廣告及市場傳播/數碼營銷及媒體傳意/高級文憑	450	-	-	-	385	-	-	-	380	-	-	-	380	-	-	-	380	-	-	-	-
BA (Hons) in Advertising/ Public Relations and Management	廣告/公共關係及管理(榮譽)文學士	-	-	75	-	-	-	105	-	-	-	75	-	-	-	95	-	-	-	105	-	-
Total	總數	623	67	827	1 135	545	58	710	1 126	540	43	687	1 021	540	60	632	967	540	60	686	965	
Year Total	全年總數			2 652				2 439				2 291				2 199				2 251		

AD - Associate Degree 副學士

DEG - First Degree 學士學位

HD - Higher Diploma 高級文憑

PgD - Postgraduate Degree/Diploma/Certificate 研究院學位/文憑/證書

2016 Manpower Survey of the Mass Communication Industry

Sampling Plan (Based on Q3/2015)

大眾傳播業2016年人力調查

抽樣細則(根據2015年第3季資料)

Sector 行業	Branch 門類	Trade Code 行業編號 (HSIC v2.0)	Branch 門類	Employment Size 僱員 人數	Stratum Code 層級 編號	Size of Frame 機構 數目	Sampling Fraction 抽樣 比率	Sample Size 抽樣 數目	New Discovery 新發現 機構
Journalism 新聞業	1	HSIC 581201	Newspaper 報紙	1-4	1	10	1.00	10	-
				5-9	2	9	1.00	9	-
				10-19	3	-	-	-	-
				20-49	4	4	1.00	4	-
				50-99	5	2	1.00	2	-
				100 & over	6	11	1.00	11	-
	Supplementary*	-	5	1.00	5	+1			
	Sub-total 小計			41		41	+1		
	2	HSIC 581202	Magazine 雜誌	1-4	1	218	0.10	22	-
				5-9	2	72	0.20	14	-
				10-19	3	50	0.25	13	-
				20-49	4	43	0.50	22	-
				50-99	5	12	1.00	12	-
				100 & over	6	8	1.00	8	-
	Supplementary*	-	13	1.00	13	-			
	Sub-total 小計			416		104	-		
	3	HSIC 601000, 602000	News & Information / Advertising Sales / PR Department in Radio and Television Stations 電台及電視台的新聞及資訊/ 廣告銷售/公關部	1-4	1	12	1.00	12	-
				5-9	2	4	1.00	4	-
				10-19	3	5	1.00	5	-
				20-49	4	6	1.00	6	-
50-99				5	2	1.00	2	-	
100 & over				6	4	1.00	4	-	
Supplementary*	-	15	1.00	15	+1				
Sub-total 小計			48		48	+1			
4	HSIC 639100	News Agency 新聞通訊社	1-4	1	10	1.00	10	-	
			5-9	2	6	1.00	6	-	
			10-19	3	4	1.00	4	-	
			20-49	4	3	1.00	3	-	
			50-99	5	1	1.00	1	-	
			100 & over	6	-	-	-	-	
Sub-total 小計			24		24	-			
Digital/ New Media 數碼/新媒體	5	-	Digital/ New Media 數碼/新媒體	Supplementary* 補充*	-	45	1.00	45	-
Advertising & Public Relations 廣告及公共 關係業	6	HSIC 702100	Public Relations Services Supplier 公共關係服務供應商	1-4	1	498	0.13	65	-
				5-9	2	89	0.45	40	-
				10-19	3	44	1.00	44	-
				20-49	4	25	1.00	25	-
				50-99	5	6	1.00	6	-
				100 & over	6	1	1.00	1	-
	Sub-total 小計			663		181	-		
	7	HSIC 741100, 741900, 751200	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	1-4	1	4 874	0.02	97	-
				5-9	2	515	0.06	31	-
				10-19	3	183	0.10	18	-
20-49				4	92	0.42	39	-	
50-99	5	11	1.00	11	-				
100 & over	6	9	1.00	9	-				
Supplementary*	-	34	1.00	34	+1				
Sub-total 小計			5 718		239	+1			
8	(HSIC > 090 but exclude 581201, 581202, 591100, 591200, 591300, 591400, 601000, 602000, 639100, 702100, 741100, 741900, 751200 & PE >= 300)	Corporate Communication/PR/ Advertising/Marketing Department in Company/Institution 公司或機構內企業傳訊/ 公共關係/廣告/市場部	300-399	7	191	0.13	25	-	
			400-499	8	125	0.20	25	-	
			500 & over	9	475	0.30	143	-	
			Supplementary*	-	19	1.00	19	-	
Sub-total 小計			810		212	-			
Media Production 媒體製作	HSIC 591100, 591200, 591300, 591400	Media Production 媒體製作	1-4	1	1 519	0.03	46	-	
			5-9	2	146	0.15	22	-	
			10-19	3	57	0.20	11	-	
			20-49	4	50	0.25	13	-	
			50-99	5	8	1.00	8	-	
			100 & over	6	8	1.00	8	-	
			Supplementary*	-	18	1.00	18	-	
Sub-total 小計			1 806		126	-			
Grand Total 總計						9 571		1 020	+3

Notes: i) * Samples to be provided by the VTC.

註：抽樣由職業訓練局提供。

ii) Data should be collected at company level for all branches.

全部業務的資料以公司為單位整理。