2019

Survey of
Media and Communications Industry
Key Findings at a Glance

VTC

Overview of the Media and Communications Industry

The Media and Communications Training Board conducted a manpower survey in October 2019 to analyse the manpower situation and training needs of the industry. The survey covered sectors of journalism, digital/ new media, advertising and public relations and media production of the media and communications industry.
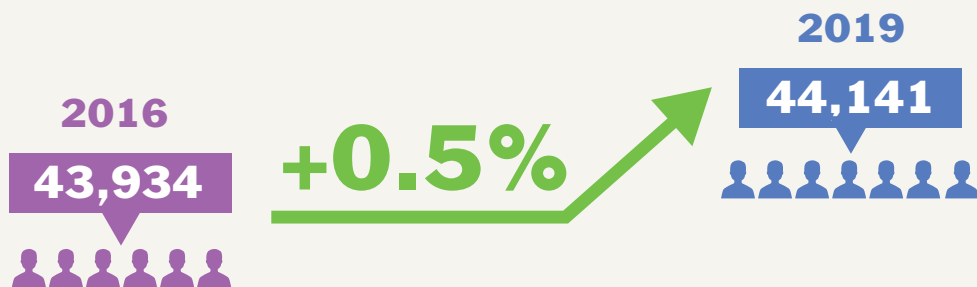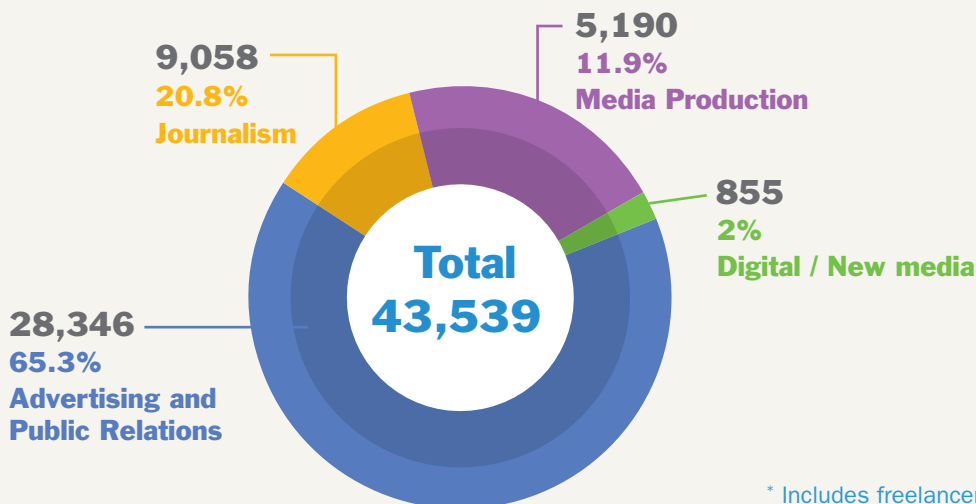
Key Manpower Figures in 2019

Employees **43,539**

Vacancies **602**

Number of Posts from 2016 to 2019 *

2016
43,934

+0.5%

2019
44,141

* Includes employees and vacancies

Distribution of Employees by Sector *

5,190
11.9%
Media Production

9,058
20.8%
Journalism

855
2%
Digital / New media

Total
43,539

28,346
65.3%
Advertising and Public Relations

* Includes freelancers
Freelancers:1,593

	Journalism	Digital / New media	Advertising and Public Relations	Media Production
Managerial — average monthly income	85% $30,001 - $80,000	82% $50,001 - $80,000	89% $30,001 - $80,000	93% $20,001 - $50,000
Managerial — preferred years of experience	69% 7 - 15 years	52% 7 - 10 years	75% 7 - 15 years	61% 10 - 15 years
Managerial — preferred education level	97% First Degree	98% First Degree	91% First Degree	87% First Degree
Supervisory — average monthly income	91% $20,001 - $50,000	72% $20,001 - $30,000	96% $20,001 - $50,000	99% $20,001 - $30,000
Supervisory — preferred years of experience	53% 7 - 10 years	52% 7 - 10 years	70% 2 - 7 years	90% 7 - 10 years
Supervisory — preferred education level	85% First Degree	51% Sub-degree / 33% First Degree	68% First Degree	99% Sub-degree
Editorial / Production / Executional — average monthly income	89% $12,001 - $30,000	70% $12,001 - $30,000	96% $12,001 - $30,000	98% $20,001 - $30,000
Editorial / Production / Executional — preferred years of experience	63% 2 - 5 years	67% 2 - 5 years	57% 2 - 5 years	95% 5 - 7 years
Editorial / Production / Executional — preferred education level	69% First Degree	47% Sub-degree / 33% First Degree	35% Sub-degree / 28% Diploma/Certificate	92% Sub-degree
Supporting / Technical — average monthly income	82% $12,001 - $30,000	82% $20,000 or below	72% $12,001 - $20,000	99% $12,001 - $30,000
Supporting / Technical — preferred years of experience	64% 2 - 5 years	70% 2 - 5 years	62% 2 - 5 years	41% No experience required
Supporting / Technical — preferred education level	45% Secondary 4-7 / 30% Sub-degree	74% Secondary 4-7	36% Secondary 4-7 / 28% Sub-degree	48% Diploma/Certificate / 45% Sub-degree

Top Skills / Knowledge Required for Social Media Functions

Journalism
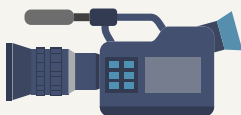1. Web searching
2. Web security
3. Curation

Digital / New media
1. Web searching
2. Web security
3. Web analytics

Advertising and Public Relations
1. Web analytics
2. Web security
3. Web searching

Media Production
1. Social media monitoring and surveillance
2. Sharing/posting in social media platform
3. Web security

Top Essential Skills/Knowledge

Essential skills in 2019

Journalism
★ ★ ★
- Multi-tasking skills
- Media law and ethics
- Professional ethics

Digital / New media
★ ★ ★
- Creativity and cultural insights
- Crisis management

Advertising and Public Relations
★ ★ ★
- Professional ethics
- Self-management
- Market research applications
- Production management

Media Production
★ ★ ★
- Media law and ethics
- Production management
- Innovative media technology products

## Skills remained to be essential in 2019 and 2016 surveys

- Reporting and editing skills
- Hardware and Software (Interaction design, mobile device)
- Self-management
- Application of new technologies in production

Estimated Annual Additional Manpower Requirement for 2020 to 2023#

Digital / New media
99

Journalism
249

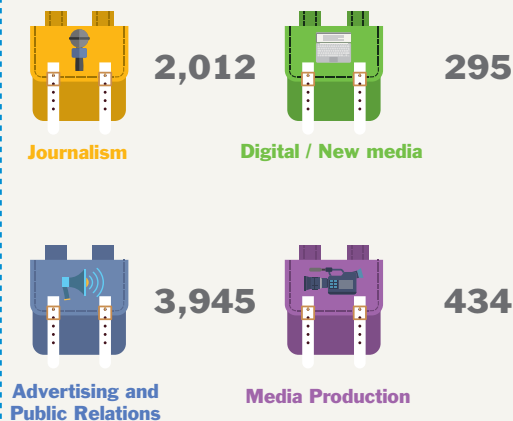**Advertising and Public Relations**
848

Media Production*
156
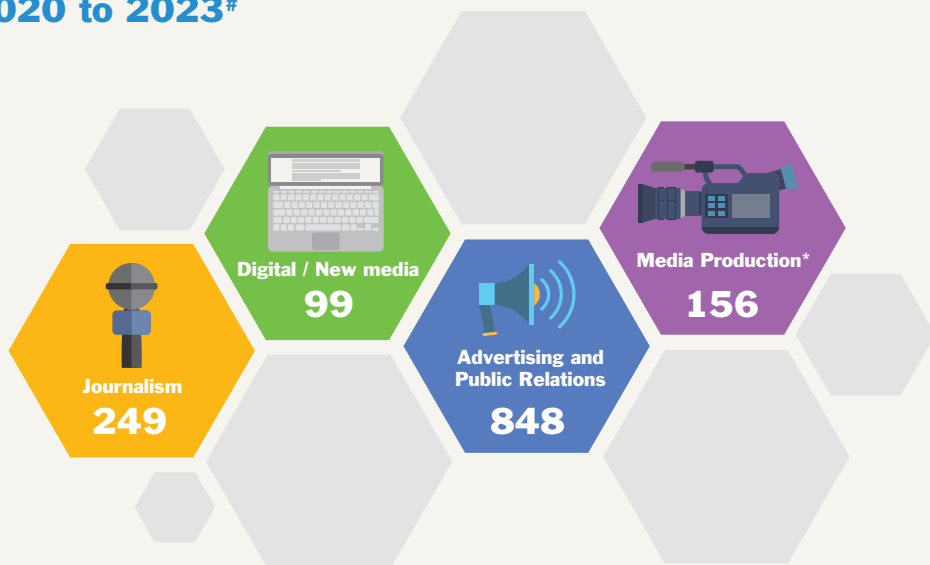
Readers are alerted to interpret the manpower projection data with caution due to global and local economic uncertainties.

* As limited historical data is available for the media production sector, it is assumed the annual manpower requirement for 2020 to 2023 will remain the same as in 2019.

Turnover Rate

2019		2016
8.2%	Journalism	8.2%
19.3%	Digital / New media	7%
17.2%	Advertising and Public Relations	9%
2.8%	Media Production	5.6%

Training Places Planned to be Provided or Sponsored by Employers in the Coming 12 Months

Journalism 2,012

Digital / New media 295

Advertising and Public Relations 3,945

Media Production 434

Recommendations for Manpower Training of the Media and Communications Industry

The Industry

- Keep the industry up to date with the use of technology and relevant skills that are in demand, especially in live reporting, VR and AR application, online retailing and e-commerce.

- Encourage employers to make good use of the Government's training subsidy to promote lifelong learning and skills upgrading.

Employers

- Strengthen organisational capability by equipping employees with knowledge and skills especially in areas of data ethics, social listening analysis, media law and privacy ordinance.

- Offer better remuneration, enhance job satisfaction and increase autonomy for retaining outstanding employees.

- Provide in-house training to develop multiple skills of employees to enable flexible manpower deployment in response to the change in the business environment.

- Offer mentorship programme for young employees on organisational value, integrity and professional ethics.

Employees

- Pro-actively identify with employers on the training and development areas for upskilling or reskilling especially on strengthening professional ethics in view of the extensive amount of information/data handled.

- Keep an eye on the latest technology applications associated with 5G high speed network.

Training Providers

- Collaborate with employers to facilitate students' learning in an authentic training environment such as workplace learning and assessment.

- Emphasise professional ethics and innovation in pre-employment and in-service training.

- Include on-demand training areas, such as media law and innovative media technology, in relevant training programmes.

- Devise bite-sized online training programmes in short duration to encourage lifelong learning and upskilling of in-service practitioners.

Government

- Offer subsidy support in practitioners' training and skills upgrading in relation to the latest technology used in the industry.

- Promote the importance of vocational and professional education and training and its pathways to secondary school students, parents and teachers.

The full version of Manpower Survey Report of Media and Communications Industry 2019 can be downloaded from: http://www.vtc.edu.hk/html/en/about/manpower_survey.html (or scan the QR code).