

HKPF to launch brand-new online programme "OffBeat 360"

The Public Relations Wing of the Hong Kong Police Force (HKPF) will launch a brand-new online programme titled "OffBeat 360" tomorrow (November 1). With concise and lively content, the 6-minute pre-recorded programme will be live-streamed on HKPF's two social media platforms (Facebook and YouTube) at 6pm every Wednesday. During the live stream, designated personnel will seek to engage in real-time online interaction with viewers.

The new programme is to replace the original "OffBeat On Air". Starting from October 29, 2020, the latter had been broadcast on HKPF's social media platforms through live streaming once a week. The length of each episode was similar to a traditional half-hour television show, approximately 22 minutes, during which the latest crime trends, crime prevention and fraud prevention information, as well as inspiring stories about HKPF were presented. As of October 26, 2023, a total of 157 episodes had been produced and aired.

The publicity strategy of HKPF has always been people-oriented and keeping pace with the times. With the rapid rise of short video platforms, which are perceived as more engaging and easily shareable compared to longer videos, there is a genuine need to renew the format and length of the programme in line with the development of social media and the change of Internet users' habits.

The name of the new programme "OffBeat 360" carries three meanings:

1. It will be broadcast at 6pm every Wednesday.
2. It is a 6-minute (360 seconds) short but informative video.
3. It aims to present a 360-degree view on crime prevention and fraud prevention information, as well as inspiring stories about the HKPF.

Each episode of the new programme will consist of diverse short videos, ranging from one to three minutes in length. It will feature long-standing popular series as well as newly created ones, with the goal of attracting viewers through storytelling, informative, and entertaining content.

Apart from online streaming, the short videos in the new programme will have the flexibility to be more effectively distributed to partners, including various local television stations (RTHK TV channels, HOYTV, and Phoenix TV), as well as over 1,500 physical screens for offline playback. In addition, the Public Relations Wing will continue to explore more physical screens in the community for playback with a view to further expanding the coverage.