



香港中文大學圖書館

The Chinese University of Hong Kong Library

IFLA News Media Section

Sächsische Landesbibliothek – Staats- und Universitätsbibliothek Dresden, Germany

16 – 18 August 2017

Preserving Our Collective Memory: The Case of HK Magazine

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The Chinese University of Hong Kong





Outline

- ***HK Magazine: A Short Review***
- **New Buyers: SCMP and Alibaba**
- **The Closure of *HK Magazine***
- **What Can We Do?**



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HK Magazine: A Short Review



- First published in June 1991 as a monthly magazine.
- Both entertainment listings with feature stories about social and cultural issues.
- Published as a bi-weekly publication in November 1992.
- Changed to weekly magazine in September 1995 until it ceased publication in October 2016

Image Source: [A Sad End: HK Magazine Was the Canary in the Coal Mine](#)

HK Magazine: A Short Review

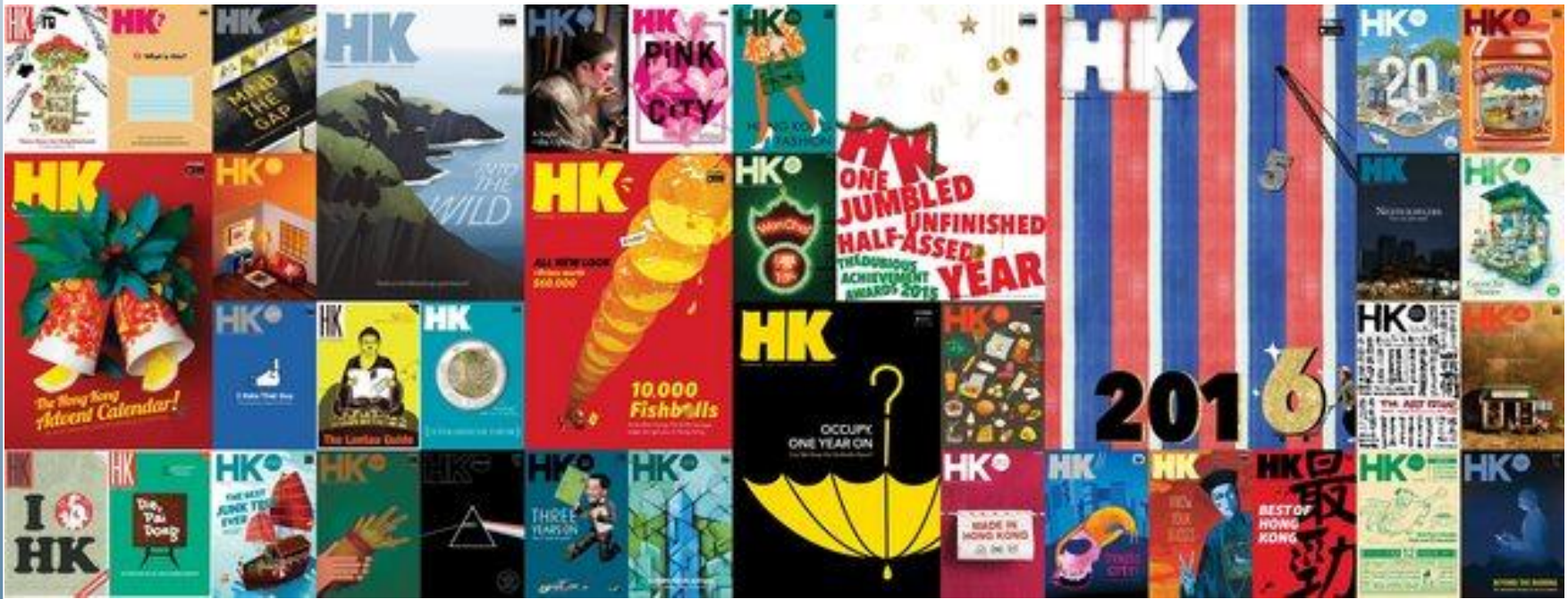


Image Source: [A Sad End: HK Magazine Was the Canary in the Coal Mine](#)



HK Magazine: A Short Review

- **Circulation:**
 - 15,000 in early years
 - 80,000 in 2006
 - 40,000 in 2015
- **Readership:**
 - mostly university graduates
 - 87% of the readers had at least one university degree (2004 survey)
- **Distribution:**
 - bars and restaurants, coffee shops and bookshops and retail stores
 - all around the territory but mostly concentrated in commercial and business areas.



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New Buyers: SCMP and Alibaba

- Asia City Media Group together with *HK Magazine* acquired by South China Morning Post Group (SCMP Group) at HK\$13 million (approx. US\$1.66 million).
- Asia City Media Group changed its name to HK Magazine Media Group and was governed by a broad of SCMP directors.



Image Source: [South China Morning Post Buys Out HK Magazine](#)



New Buyers: SCMP and Alibaba



Image Source: [Mysterious Confession Fuels Fears of Beijing's Influence on Hong Kong's Top Newspaper](#)

New Buyers: SCMP and Alibaba

- SCMP Group was sold in December 2015 for a sum of HK\$2.06 billion (€242 million) to Chinese-owned Alibaba Group.
- HK Magazine Media Group as part of the SCMP Group was also sold to the Alibaba Group in this deal.



Image Source: [A Sad End: HK Magazine Was the Canary in the Coal Mine](#)



New Buyers: SCMP and Alibaba

- **Jack Ma, Executive Chairman of Alibaba Group:**
“If the Post can play the role of a connector between the West and the East, I have confidence in the paper's future success.”
- **Joseph Tsai, Executive Vice Chairman of Alibaba Group who is now the Chairman of the Post also stressed that the Post would maintain its objective, fair and impartial reporting and coverage.**
- **Zach Hines, the Editor-in-Chief of HK Magazine from 2005 to early 2015, commented that the Post has been “shifting its focus away from Hong Kong” and “their new priority is to target Western readers overseas to present coverage of mainland China.”**



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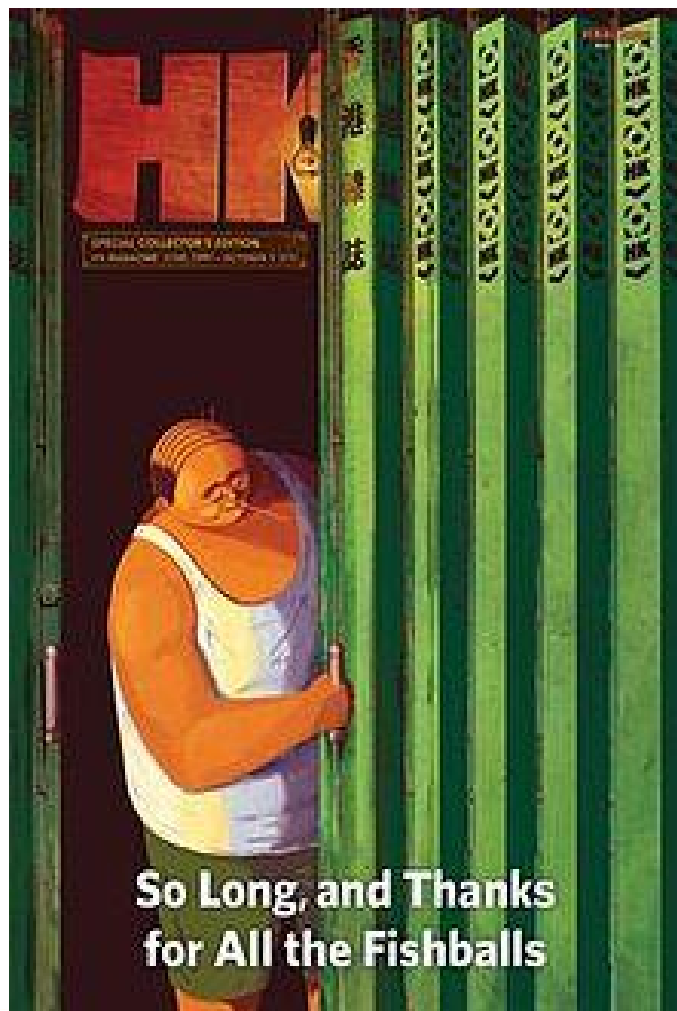
The Closure of HK Magazine

- SCMP Group announced on 28 September 2016 that the final issue of HK Magazine would be released on 7 October 2016.



Image Source: [South China Morning Post Confirms Closure of HK Magazine After 25 Years in Print – Website to be Deleted](#)

The Closure of HK Magazine



- Very challenging market conditions: English-language lifestyle print media.
- Diminishing profitability from display advertising and event business.
- Circulation at the time of buy-out: 50,000.
- “The death of HK Magazine has led to disbelief and outrage among its loyal readers.”

Last Issue Number 1,166 on 7 October 2016



The Closure of HK Magazine

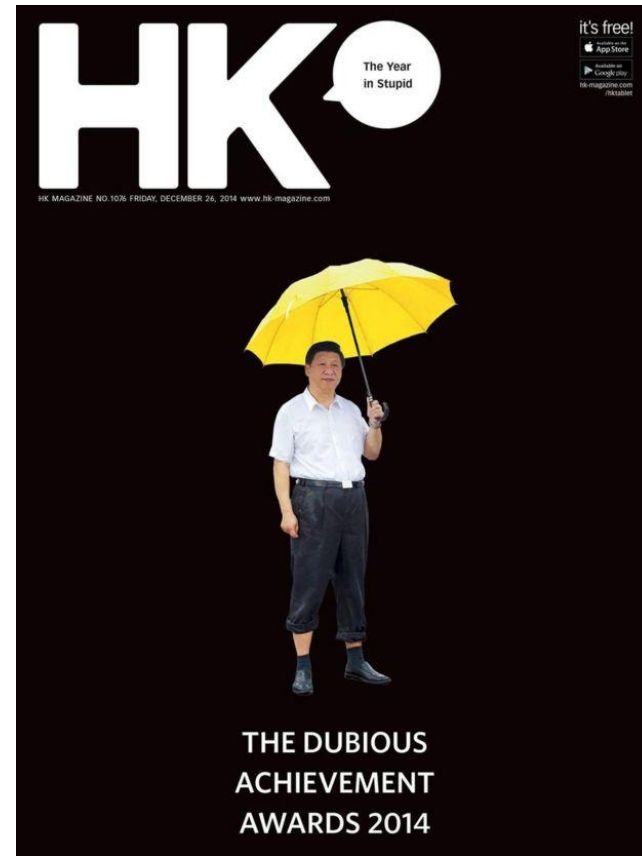
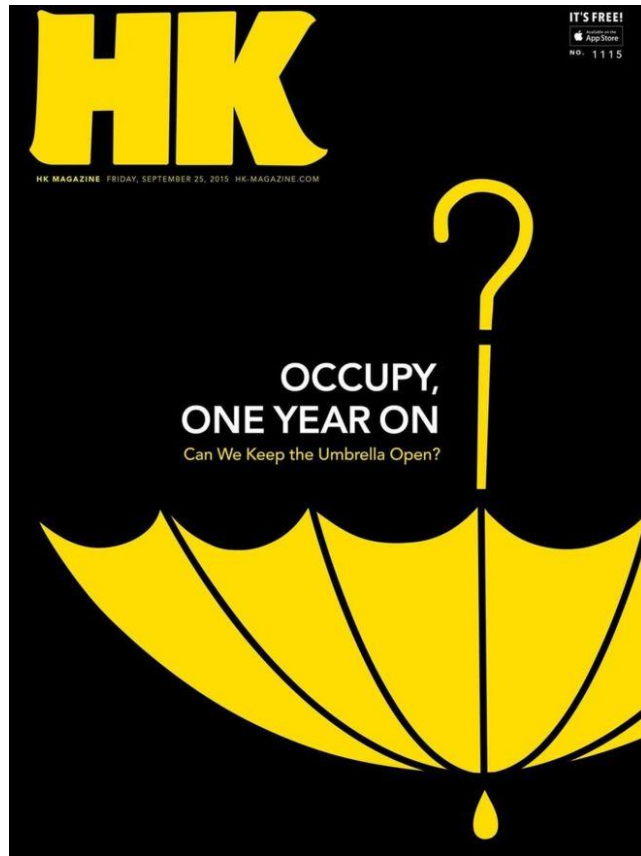


Image Source: [The Death of an Irreverent Hong Kong Magazine](#)



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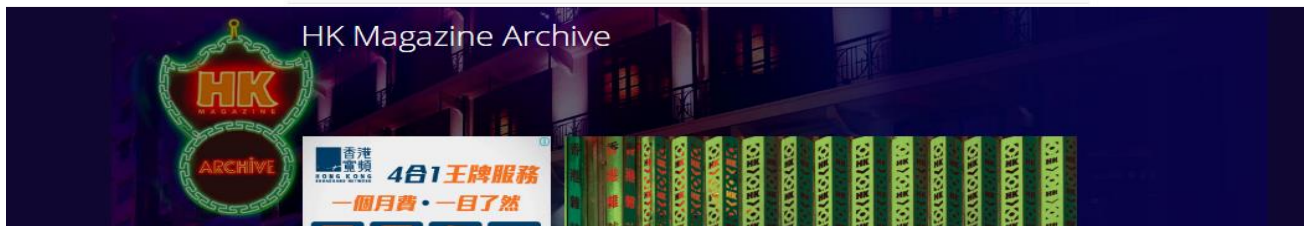
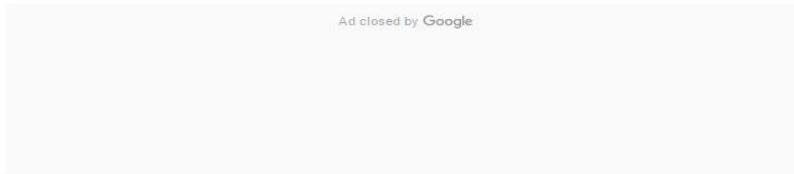


What Can We Do?



Image Source: [SCMP Says HK Magazine Online Content Will be Saved](#)

What Can We Do?



So Long, and Thanks for All the Fishballs

A New Voice for Hong Kong
1991: Starting Out
19 Oct 2016 - 5:29pm



Best of the Best: Quotes from the Most Prominent People in Hong Kong

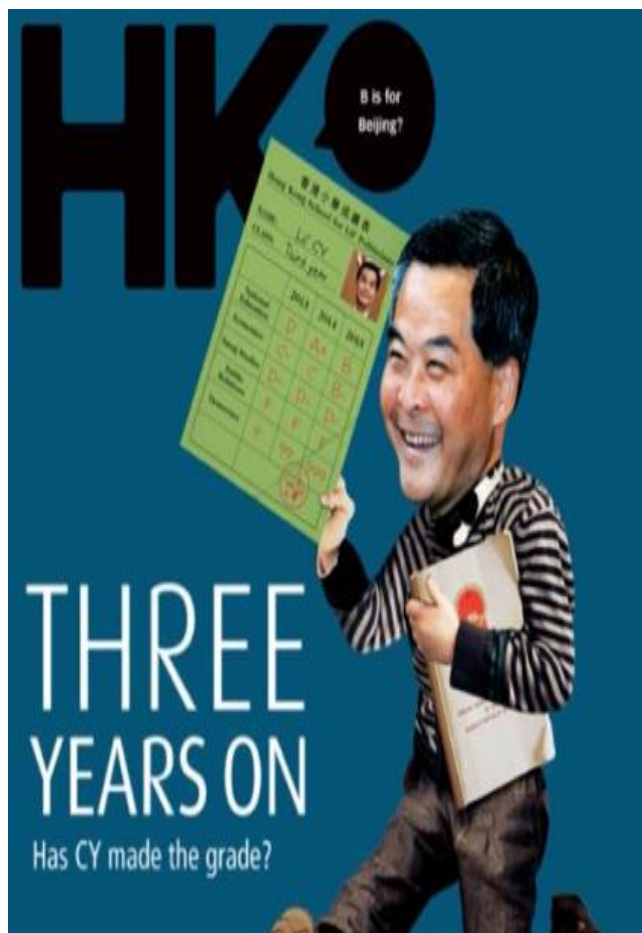


Designer Comma Leung is Crowdfunding to Make Wallets for the Blind

HK Magazine Archive hosted by SCMP Group



What Can We Do?



Issue 1,103

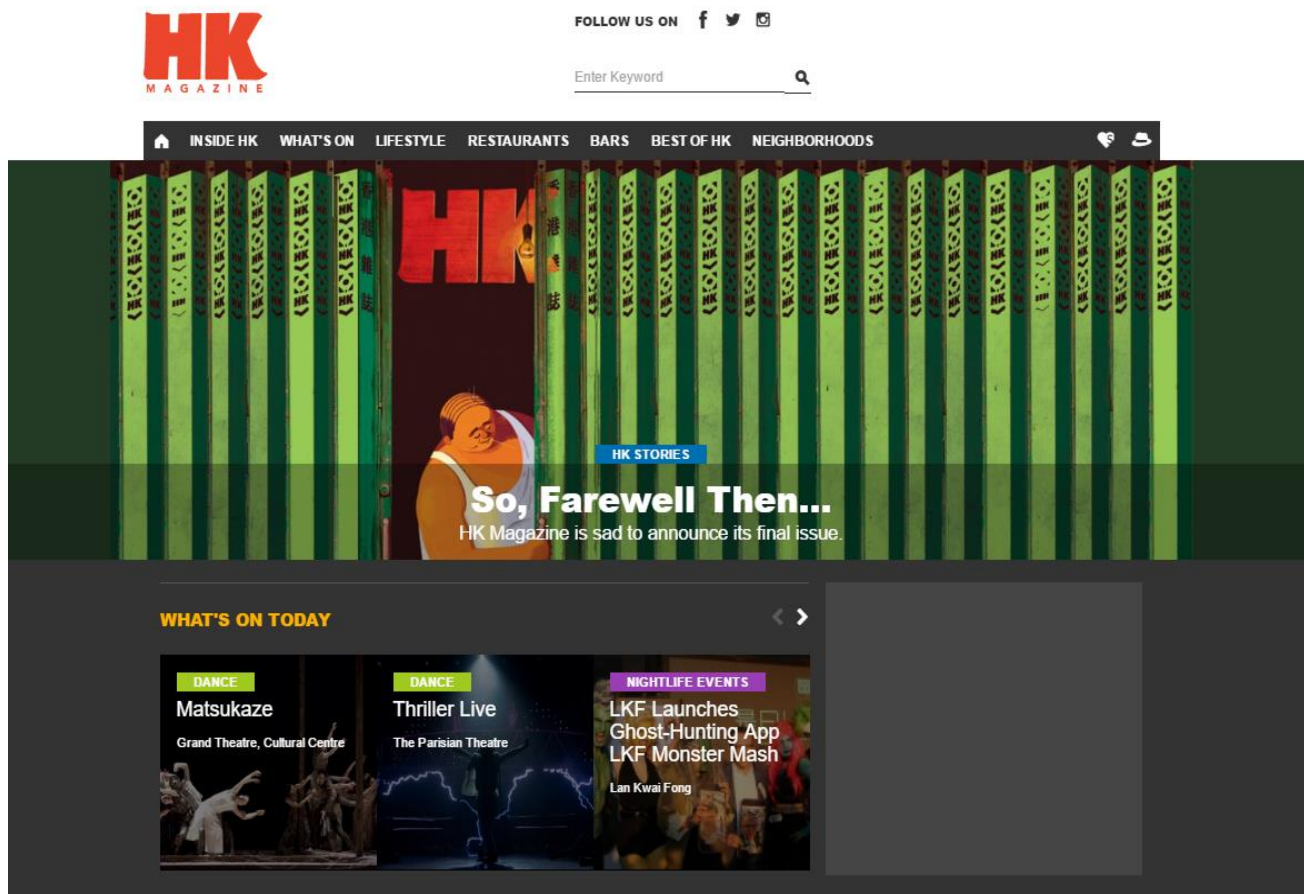


What Can We Do?



Image Source: [Data Scientist Asks Fans to Help Archive Content from Soon-to-be-axed HK Magazine](#)

What Can We Do?



HK Magazine website Archived by Mart van de Ven on 16 October 2016



THANK YOU !

