



# NEWS RELEASE

**For Immediate Release**

March 24, 2015

## SCREEN INDUSTRY INJECTS OVER USD2 BILLION (HKD15 BILLION) INTO HONG KONG ECONOMY

*Industry experts say enacting strong copyright legislation and educating audiences  
key to sustained growth as the sector embraces the digital age*

**HONG KONG/SINGAPORE** – The Hong Kong film and television industry contributed USD2 billion (HKD15.58 billion) to the local economy, supported over 30,200 jobs and generated total tax revenues of USD157 million (HKD1.215 billion) in 2014, according to a report released today.

Despite the sector's significant output, the direct contribution accounts for only 0.3% of Hong Kong's GDP in 2014, lagging behind other Asia Pacific countries or regions, such as South Korea (0.7% in 2011), New Zealand (0.7% in 2011), Thailand (0.65% in 2011) and Taiwan (0.4% in 2013).

The report, entitled "Economic Contribution of the Film and Television Industries in Hong Kong," was prepared by Oxford Economics to assess the economic contribution of all sub-sectors of the film and television industry as it transitions into the digital age.

It was jointly presented by the Movie Producers and Distributors Association of Hong Kong Limited (MPDA), the Hong Kong Video Development Foundation Limited (HKVDF), the Motion Picture Association (MPA) and the Hong Kong International Screen Association (HKISA) at the Hong Kong International Film & TV Market (FILMART) 2015. Over 180 film and TV industry representatives and media attended the event.

Following the announcement of the findings, industry leaders joined a panel discussion to share ideas on how to pave the way for future growth. They agreed that a copyright law that fully protects valuable creative works and meets the needs of the digital ecosystem was a necessary cornerstone of a healthy screen industry.

Ivan Wong, Managing Director of Lark International Multimedia and UA Cinema Circuit Ltd, said, "The recent boom in digital and 3D films has opened up a quality experience for audiences, and a healthy new revenue stream for the cinema sector, but a lot more can be done by the industry and the government to encourage film appreciation in cinemas. The government's move to provide more cinema sites

through land sale and planning is a step in the right direction – as more cinemas provide more jobs, bigger audiences, and stimulate more film production.”

“Our industry has enjoyed some golden years in the past and there is no reason we cannot enjoy many more of the same if we work together to grasp the opportunities and tackle the challenges head on. We are facing a number of threats, including illegitimate online content and the so-called TV black boxes which offer online access to a wide array of unauthorized screen content. Our home entertainment revenues have plunged from HKD850 million in 2002 to a meager HKD185 million in 2014. While the industry is working hard to provide audiences with quality digital screen content, the early passage of the Copyright (Amendment) Bill 2014 is necessary to help reduce online infringement, and provide us with a level playing field,” said Robert Lee, Honorary Treasurer of HKVDF.

Ricky Wong, Vice Chairman of MPDA and Chief Executive Officer of Cine-Century Entertainment Ltd, said, “The industry is increasingly concerned about the legitimacy of screen content offered by online platforms. Hong Kong is a relatively small market. The Closer Economic Partnership Arrangement (CEPA) has provided an important channel for Hong Kong’s films to access the huge market on the Mainland. Co-productions with the Mainland have become more common and increasingly important for the sustainability of the Hong Kong film industry.”

Lee Lik-chee, renowned film director, suggested involving more students in guided film productions: “This will help nurture a new generation of movie-goers and production professionals,” he said.

Ip Ka-po, Executive Director of Asia Television, said it was important for the government to maintain a stable policy environment conducive to long-term investments in the broadcasting industry.

Sam Ho, Managing Director of HKISA concluded, “The film and television industry has enjoyed many golden days throughout its long history, however it is currently facing its fair share of problems. Given the ability and talent of the local screen community, I’m sure these problems can be overcome, however we will need to work closely with the Government, the technology sector and our audiences to ensure Hong Kong’s great industry achieves its full potential.”

Mike Ellis, President and Managing Director, Asia Pacific, MPA, said, “The Hong Kong film and TV industry has a proud history, renowned for its creativity and innovation with iconic movies that travelled across the world. The digital era has brought about significant change and the Report reflects this reality. While challenges remain, the screen community has the opportunity to work with the Government and the technology sector to create the best environment for the industry to flourish - by modernizing Hong Kong’s copyright law, increasing awareness about access to legitimate content online and addressing the availability of devices and apps that offer access to infringing content.”

The key findings of the report show that in 2014, the film and television industry in Hong Kong:

1. Contributed a total of USD2 billion (HKD15.58 billion) in GDP

2. Supported 30,200 jobs
3. Generated USD 157 million (HKD1.215 billion) in tax revenues

The full Report and one-page infographic can be accessed and downloaded [here](#).

###

**About the MPA:**

*Promoting & Protecting Screen Communities in Asia Pacific*

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit [www.mpa-i.org](http://www.mpa-i.org).

***For more information, please contact***

*Stephen Jenner  
MPA Asia-Pacific  
(65) 6253 1033*

*June Tan  
MPA Asia-Pacific  
(65) 6253 1033*