

Press Release
For Immediate Release

Digital Entertainment Leadership Forum officially stages today

*Industry leaders and esports players gather at Cyberport to explore
new normal of digital entertainment*

HONG KONG, 11 Dec 2020 — The grand opening of the annual Digital Entertainment Leadership Forum (DELF) took place at Cyberport today with **Alfred Sit, Secretary for Innovation and Technology of the HKSAR Government, Dr George Lam, Chairman of Cyberport, and Peter Yan, Chief Executive Officer of Cyberport**, as the officiating guests. The two-day forum is held in a virtual and interactive format, bringing together more than 60 speakers to share on the topic “New Normal of Digital Entertainment: From Gamification to Esportification” and present a holistic view on the development and potential business opportunities of the digital entertainment, gaming and esports industries under the new normal. A number of tournaments, start-up showcases and pitching contests are also staged to tap into the esports and digital entertainment craze.

Alfred Sit, Secretary for Innovation and Technology of the HKSAR Government, said in his welcome remarks, “It is an opportune time for Cyberport to employ ‘New Normal of Digital Entertainment: From Gamification to Esportification’ as the theme of this year’s forum. Although the pandemic has brought challenges to the esports industry, new opportunities also arise under the new normal. For instance, online gameplay and competitions have attracted a lot of attention. I hope that this forum will provide insightful analysis of the market dynamics and new profit models, so that the sector can leverage the value chain of this fast-growing industry and different stakeholders can enjoy in-depth communications under the new normal.”

In his welcome remarks, **Dr George Lam, Chairman of Cyberport**, said, “Many mainstream events and activities have joined the esports and online gaming movement under the new normal and are attracting millions of participants to tune in, contributing to the growing popularity and embracing of digital entertainment, as well as the overall development of the industry. Cyberport is committed to the development of digital entertainment and esports, and continues to enrich the local landscape by focusing on ‘Career Development Opportunities’, ‘Games’ and ‘Technology’. We look forward to seeing local industry players seize opportunities and apply their ingenuity to unleash the potential of the sector. By leveraging Cyberport’s regional and global networks and comprehensive support, they can tap the mainland and international markets to create local job opportunities and nurture a more vibrant innovation and technology ecosystem.”

Dr Lam has pointed out that there are about 150 digital entertainment and esports related companies in the Cyberport community. Through the Esports Internship Scheme, Cyberport has approved 73 internship quotas benefitting 36 companies in a variety of jobs. In addition,

since its launch in 2019, Cyberport's Esports Industry Facilitation Scheme has received a total of more than 220 applications and approved 122 projects over three rounds, with a record-high of over 50 projects approved in the third batch in September this year. Many of these projects are esports competitions that are converted from offline to online, which reflects that the industry is still active.

This year's forum has invited speakers from the United States, Singapore, Indonesia, the Mainland and Hong Kong. On the first day of the forum, **Kenneth Fok, Chairman of the Asian Electronic Sports Federation**, has pointed out that esports could complement traditional sports, which creates numerous potential opportunities. **Remer Rietkerk, Head of Esports at Newzoo**, has stated that the global esports audience will grow to 495 million people in 2020 with a year-on-year growth rate of 11.7% under the epidemic, the number of which comprises audience from emerging markets including Southeast Asia where the audience's awareness of esports is continuously increasing. **Chris Tran, Head of Esports – Southeast Asia, Hong Kong and Taiwan at Riot Games**, has analysed in the forum the development direction of the Southeast Asian esports industry in the coming year and the insight Hong Kong can gain regarding the synergy of regional cooperation. **Valencia Tanoesoedibjo, Director of the Indonesian MNC Group**, has also shared how the traditional media utilises esports related content to bring massive improvements to the esports industry in Southeast Asian countries and to increase media ratings and income. Besides, other participating speakers have examined from the perspective of development trends and technologies how 5G networks and blockchains can evolve the esports ecosystem and bring about mutual growth of esports and the music and performance industries.

Another highlight of the forum - APRU eSport MetaGame Conference - will be held for the first time tomorrow. The conference, which is organised by The Association of Pacific Rim Universities, an association formed by top-notch universities in the globe specialising in research, will focus on the ecological development of Hong Kong as an up-and-coming esports hub in the region and explore how to assist students in career planning through global collaboration.

DELF 2020 is staged in a fully virtual format, and the virtual event platform is open for access from now until 11 Jan 2021. For more details on the event, please visit the Digital Entertainment Leadership Forum website (<https://delf.cyberport.hk/en/index>).

###

For high resolution photos, please download via this [link](#).



The grand opening of the annual Digital Entertainment Leadership Forum (DELFF) takes place at Cyberport and is held in a virtual and interactive format. **Alfred Sit, Secretary for Innovation and Technology of the HKSAR Government, Dr George Lam, Chairman of Cyberport, and Peter Yan, Chief Executive Officer of Cyberport,** are the officiating guests.



The two-day forum is held in a virtual and interactive format, bringing together more than 60 speakers to share on the topic “New Normal of Digital Entertainment: From Gamification to Esportification”.



In his welcome remarks, **Dr George Lam, Chairman of Cyberport**, says that Cyberport is committed to the development of digital entertainment and esports, and continues to enrich the local landscape by focusing on "Career Development Opportunities", "Games" and "Technology".



Esports racers the Mok Brothers and their coach share their secret of success.

For media enquiries, please contact:

Cyberport

Sandra Chong

T: (852) 3166 3867

E: sandrachong@cyberport.hk

Yuan Tung Financial Relations

Rachel Chan

T: (852) 3428 2360

E: rchan@yuantung.com.hk

About Cyberport

Cyberport is an innovative digital community with around 1,600 start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups on their growth journey, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in the public and private sectors.

For more information, please visit www.cyberport.hk

Appendix

**Digital Entertainment Leadership Forum 2020
Agenda
12.12.2020 (Day 2)**

Main Track	Online Tournaments
<p>0900-1230 APRU eSport MetaGame Conference The MetaGame Conference seeks to incorporate the full ecosystem of eSports, from gamers to industry partners, to government and to university students – the idea is to expand the purview of the eSports landscape. The inaugural MetaGame Conference will focus on Hong Kong as an emerging eSports leader in the region and examines the ways that an international network of eSports leaders can further its scope within universities from eSports as digital entertainment to developing career pathways for students in the eSports ecosystem.</p> <p>0900 – 0910 Opening Keynote Speech</p> <ul style="list-style-type: none"> • Mr Peter Yan, JP, CEO, Hong Kong Cyberport • Dr Christopher Tremewan, Secretary General, APRU <p>0910 – 0915 Special Announcement</p> <ul style="list-style-type: none"> • Prof David Garza, Executive President and Rector, Tecnológico de Monterrey <p>0915-1015 Keynote Address Moderator: Ms Etta Wong, Director, USC Hong Kong International Office Speaker: <ul style="list-style-type: none"> • Dr Anthony Borquez, Assistant Professor, Clinical Entrepreneurship, Marshall School of Business, University of Southern California </p> <p>1015-1105 Global Exchange: Emerging Esports Ecosystems <i>What role does Hong Kong eSports play in the regional and international eSports ecosystem? What are the ways that government, higher-education, and industry cultivate a thriving eSports ecosystem?</i></p> <p>Moderator: <ul style="list-style-type: none"> • Mr Timothy Shen, Founder & CEO of Yes! E-Sports Asia Holdings Limited (“YEAH”) Panellists: <ul style="list-style-type: none"> • Dr Anand Bhojan, School of Computing, National University of Singapore • Prof Peichi Chung, Associate Professor, Department of Cultural and Religious Studies, The Chinese University of Hong Kong • Mr Sean Heng Shao Jie, Student eSports Representative, National University of Singapore • Mr Terry Tseng, CEO and Founder of Madhead </p> <p>1105-1230 Promoting Equity in Esports, Without Creating Barriers The allure of competitive sponsorship packages and massive fan bases draws in talented eSports athletes globally but unfortunately, these benefits are not enjoyed by all players. The oftentimes cruel disparities in the treatment of women and minority players regularly sparks debate among leaders in media and academia critical of the lack of female and minority players at the top levels. This panel offers strategies and policies for the ecosystem to consider, to create more inclusive and diverse culture for gamers worldwide.</p> <p>Moderator: <ul style="list-style-type: none"> • Dr Jim Huntley, University of Southern California Panellists: <ul style="list-style-type: none"> • Prof Jon Festinger, Q.C., Peter A. Allard School of Law, The University of British Columbia • Ms Cathy Ge, Student, Director of UCLA Esports, UCLA • Ms Nessa Harrison, Student, University of British Columbia • Mr Joe Jacko, Esports Coach, University of Southern California • Mr Liam Slack, Esports Manager, Bandai Namco • Ms Ariana Yeo, Vice President of the NTU Esports Society, Nanyang Technological University </p> <p>1230 Closing</p>	<p>1000-1920 BAASH Open 2020</p> <p>1100-1800 E-Gym Carnival</p> <p>1200-1400 / 1500-1700 SpeedRun Competition</p> <p>1200-2000 MORE/OVER x DELF 2020: Brotherhood Cup</p> <p>1300-1500 Borregos Esports Invitational</p> <p>1400 - 1600 Esports Mobilized Adventure @ Minelab 2020 -- Survival The Night</p> <p>1400-1700 Premier Double Tap (VAR Live)</p> <p>1400-1800 Racing Yard 2020</p> <p>1500-1600 ChungDung's 1st Virtual Music Singing Contest - Hidden Voice</p> <p>1530-2030 YEAH International League for the Worldwide Bay Areas</p> <p>1600-1800 NGWT Special Stage - King of Kings 2020</p> <p>1600-2200 VALORANT First Strike: Hong Kong / Taiwan (Rebroadcast)</p> <p>1700-1800 MagAsia x Cyberport - Powered by Brave Wave (Rebroadcast)</p>

