

**Press Release  
For Immediate Release**

**Digital Entertainment Leadership Forum  
explores new normal of gaming and esports**

**Cyberport supports digital entertainment and esports development in full force**

**Hong Kong, 2 December 2020** — Cyberport will organise the Digital Entertainment Leadership Forum (DELF) on 11-12 December. With the theme of “New Normal of Digital Entertainment: From Gamification to Esportification”, the Forum will invite local and global esports icons and influencers to share their views and present to the participants a holistic view of the gaming and esports industry development and potential business opportunities under the new normal. The Inauguration Ceremony of Hong Kong Extended Reality Association and the first APRU eSport MetaGame Conference will also be held in the Forum. Cyberport has been sparing no effort to drive robust growth of the digital entertainment and esports industry in Hong Kong, and has provided substantial support to 36 companies and 73 practitioners and players, with an amount exceeding HKD\$5.4M through the Esports Internship Scheme since 2019.

Over the past year, although Hong Kong was affected by the COVID-19 disease, Cyberport has been actively promoting the development of the digital entertainment and esports industries focusing on the following three areas — career development opportunities, games, and technology.

**Talent cultivation**

- There are nearly 150 digital entertainment and esports related companies in the Cyberport campus, covering the upstream (e.g. mobile game, console and XR game publisher), midstream (e.g. content distribution and licensing, event management) and downstream (e.g. gaming platform, media platform and tournament platform) businesses.
- Cyberport has recruited 16 companies related to digital entertainment and esports through Cyberport Incubation Programme and Cyberport Creative Micro Fund in 2020, providing resources to facilitate their business development.
- 73 internship positions from 36 employers participating in the scheme, which covers a wide range of job duties, have been provided through the Esports Internship Scheme since its launch in 2019.
- Cyberport sponsored local esports teams to join the “KeSPA Academy Global Camp 2019” in Korea through the Esports Industry Facilitation Scheme in 2019, in order to support the industry by training talents, conducting overseas exchanges, and enhancing the strength of the Hong Kong teams.
- Over the past 2 years, more than 200 students have been admitted to esports related programmes, including the “Diploma in eSports Science” co-launched by Cyberport and HKU

School of Professional and Continuing Education as well as the “Bachelor of Business Administration with Honours in Sports and eSports Management” launched by The Open University of Hong Kong.

## Competition and Events

- Facing the challenges as brought about by the epidemic, Cyberport has fully supported the industry to convert physical competitions to online matches. A total of 12 competitions and events have been held so far this year.
- The "Esports Industry Facilitation Scheme" has received overwhelming response since its launch in 2019. It has accepted 3 rounds of applications with a total of more than 220 applications with 122 projects being approved. In the third round of application in September 2020, a record-breaking number of 43 projects were received.
- Digital Entertainment Leadership Forum carries over 10 live matches and online competitions to drive and maximise expansion of the industry, as well as develop the exchanges amongst different regions.

## Technological support

- Cyberport has enabled start-up enterprises to utilise 5G network to conduct reality tests and product showcases in the Cyberport campus, and offers 5G solutions (e.g. Formula Square).
- Cyberport has expanded the application of VR and AR (start-ups such as MadGaze, Redspot), and introduced the latest XR. The Hong Kong Extended Reality Association Inauguration Ceremony will be held during DELF.
- Cyberport has partnered with SmarTone and Advokate to bring blockchain technology and gaming together. In Garena’s Arena of Valour "AOV Gamergizer Quest" campaign, it uses blockchain technology to calculate the players' playing time online to exchange points for corresponding virtual items as well as an exclusive skins for the game’s classic characters.

**Peter Yan, Chief Executive Officer of Cyberport, says,** “The epidemic has changed the way we live our life, accelerated the digital transformation in business and driven the rapid development of digital entertainment, especially esports. The emergence of mobile games, cloud gaming platforms, streaming media, etc. generated sustained growth of the sector in 2020. Newzoo research has revised their 2020 global game market spending projection from USD159b to USD175b. The Asian-Pacific region has the highest market share and accounts for half of the global shares in gaming market revenue and players. Cyberport will continue to facilitate the development of the digital entertainment industry, especially esports, through our industry funding scheme on talent development and events.”

In light of the significant resurgence of COVID-19 cases recently, DELF 2020 will be staged in a fully-virtual format to ensure the well-being and safety of the Forum attendees, speakers and partners. The virtual event platform will be open for access from 11 Dec 2020 to 11 Jan 2021. For more details on the event, please visit the Digital Entertainment Leaders Forum website (<https://delf.cyberport.hk/tc/index>).

###

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



Peter Yan, Chief Executive Officer of Cyberport says the epidemic has changed the way we live our life, accelerated the digital transformation in business and driven the rapid development of digital entertainment, especially esports. Cyberport will continue to facilitate the development of the digital entertainment industry, especially esports, through our industry funding scheme on talent development and events.



Peter Yan, Chief Executive Officer of Cyberport (third left), Eric Chan, Chief Public Mission Officer of Cyberport (third right), Terence Leung, Senior Manager of Esports and Youth Team of Cyberport (first left), Sean Zhang, CEO and co-founder of Talon Esports (second left), Tony Zander, CEO of Area 28 (second right), and Bonny Chan, Business Development Director of Redspots Creative (first right) share their views on the gaming and esports industry development under the new normal.



Cyberport will organise the Digital Entertainment Leadership Forum (DELFF) on 11-12 December. With the theme of “New Normal of Digital Entertainment: From Gamification to Esportification”, the Forum will invite global esports icons and influencers to share their views to facilitate the participants to have a holistic view of the gaming and esports industry development under the new normal.



Cyberport has been actively promoting the development of the digital entertainment and esports industries focusing on the following three areas — career development opportunities, games, and technology.

(from left to right) Terence Leung, Senior Manager of Esports and Youth Team of Cyberport, Peter Yan, Chief Executive Officer of Cyberport, and Eric Chan, Chief Public Mission Officer of Cyberport.

For media enquiries, please contact:

**Yuan Tung Financial Relations**

Rachel Chan

Tel: (852) 3428 2360

Email: [rchan@yuantung.com.hk](mailto:rchan@yuantung.com.hk)

**Cyberport – Corporate Communications**

Sandra Chong

Tel: (852) 3166 3867

Email: [sandrachong@cyberport.hk](mailto:sandrachong@cyberport.hk)

**About Cyberport**

Cyberport is an innovative digital community with close to 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](http://www.cyberport.hk)