

The Future of Film Copyright Trading

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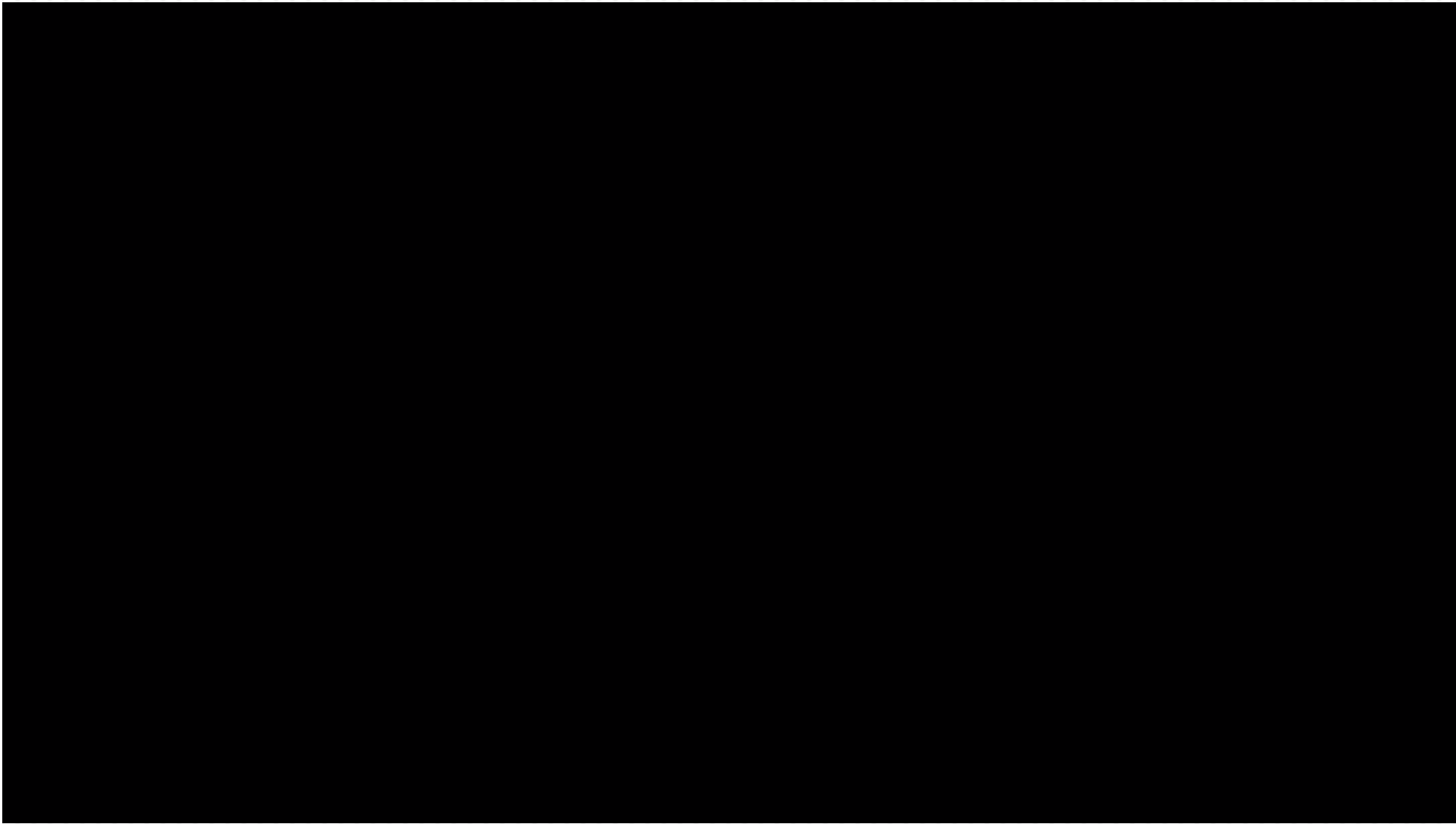
BIP Asia

1. Introduction Video
2. Economic Contribution by Hong Kong Film & Television Industry
3. Film Trading elements
4. The Way Forward

1. Introduction Video

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□ Making of a shooting scene



legal professional privilege and copyright protected

2. Economic Contribution by Hong Kong Film & Television Industry

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Industry Sector	Gross Output (HK\$M)		Value-added (HK\$M)		Labour Income (HK\$M)		Employment (Persons Engaged)	
	Direct	Total	Direct	Total	Direct	Total	Direct	Total
Film Production	1,729	4,323	801	1,634	714	942	5,020	10,341
Film & TV Distribution	1,805	3,610	639	1,150	155	222	1,090	2,158
Film Exhibition	1,909	4,982	289	445	146	388	1,030	1,627
Home Entertainment	442	712	302	417	138	193	2,000	2,100
TV Production & Broadcast	7,089	20,062	1,512	2,525	913	1,698	6,420	16,499
總數	12,974	33,689	3,543	6,171	2,066	3,443	15,560	32,725

- Over 32,000 jobs
- More than HK\$3.4 billion in wages
- HK\$33 billion in gross output
- Value added of HK\$6 billion

legal professional privilege and copyright protected

3. Film Copyright Trading Elements

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Current (2000+)
and
Future (2015+)

3) Film Copyright Trading Elements: 2000s

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- A) Content
- B) Territory
- C) What Kind of Rights: Exclusive, Theatrical, TV and Home Video
- D) Market Potentials: Political situation, Audience, Spending, Hardware/Software penetration, online network etc.
- E) Other influencing factors: IP Protection, Legal System etc

Film Copyright Trading Elements: 2015+

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A) Content

**B) Territory (including
Space and Ocean)**

Film Copyright Trading Elements: 2015+

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C) What Kind of Rights: Exclusive, Theatrical, TV, Home Video, **All Media, Publishing Right(Book, Games), Merchandising etc.**

Film Copyright Trading Elements: 2015+

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D) Market Potentials: Political situation, **Monetary Flow;** Audience, Spending, Hardware/Software penetration, online **& social network, other media, services & merchandising opportunities etc.**

Film Copyright Trading Elements: 2015+

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E) Other influencing factors:

IP Protection & Respect,

Legal Systems with ongoing amendments,

Well-in-advance of the Customers' expectation;

Implementation of New Technology (e.g. 8K);

4) The Way Forward

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1. Inspiring New Ideas and Concepts;
2. Total Participations;
3. Continuous Improvements;
4. Customer-Orientated;
5. Zero Defect;
6. **Minimized investment cost;**
7. **Maximized Profit.**

Contact

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Thank You!

