

Hong Kong FILMART 2010

Prepared for
Hong Kong Trade Development Council

March 2010



METHODOLOGY

- **Timing of fieldwork** : **March 22-23, 2010**
- **Target group** : **Total 336 respondents**
73 exhibitors; 263 visitors
- **Fieldwork** : **Face-to-face interview at**
the Exhibition Venue

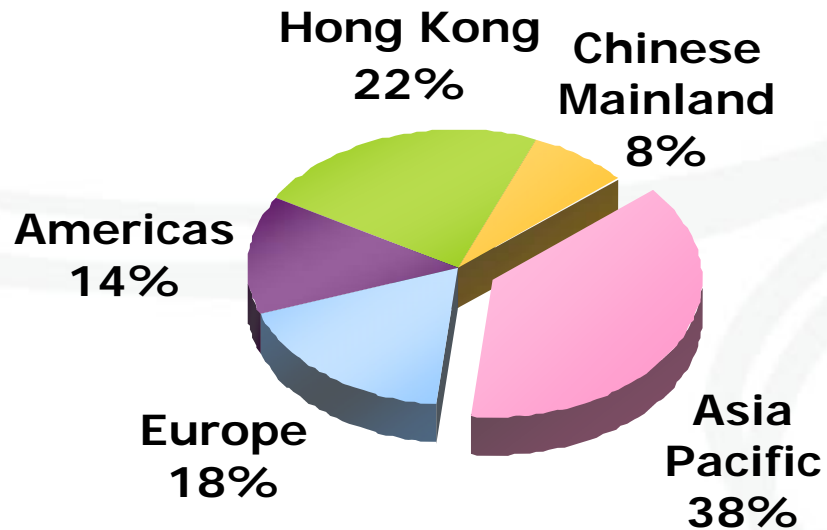


RESPONDENTS' BACKGROUND INFORMATION



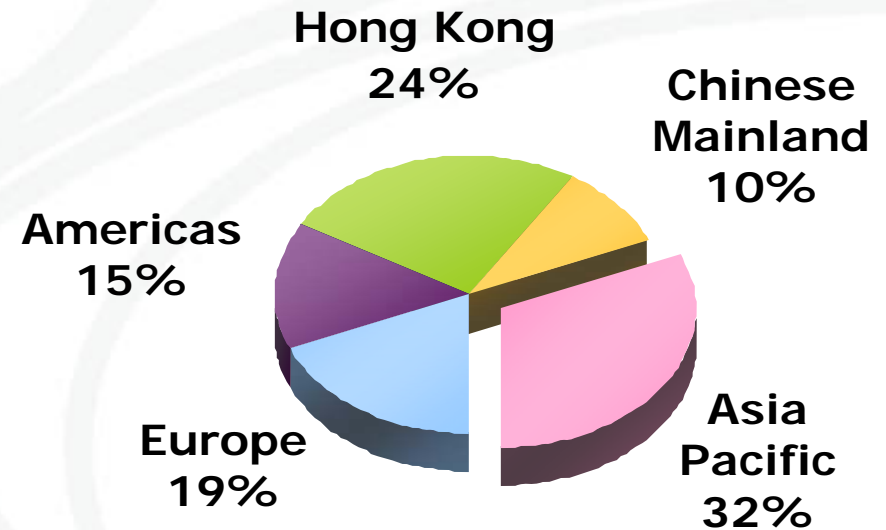
COMPANY BASE OF RESPONDENTS

Exhibitors



Respondents: 73 Exhibitors

Visitors



Respondents: 263 Visitors



NATURE OF MAIN BUSINESS OF RESPONDENTS



Film



TV



Digital
Entertainment
& Others

Exhibitors

Visitors

%

%

59

53

22

32

19

15

Respondents:

73 Exhibitors

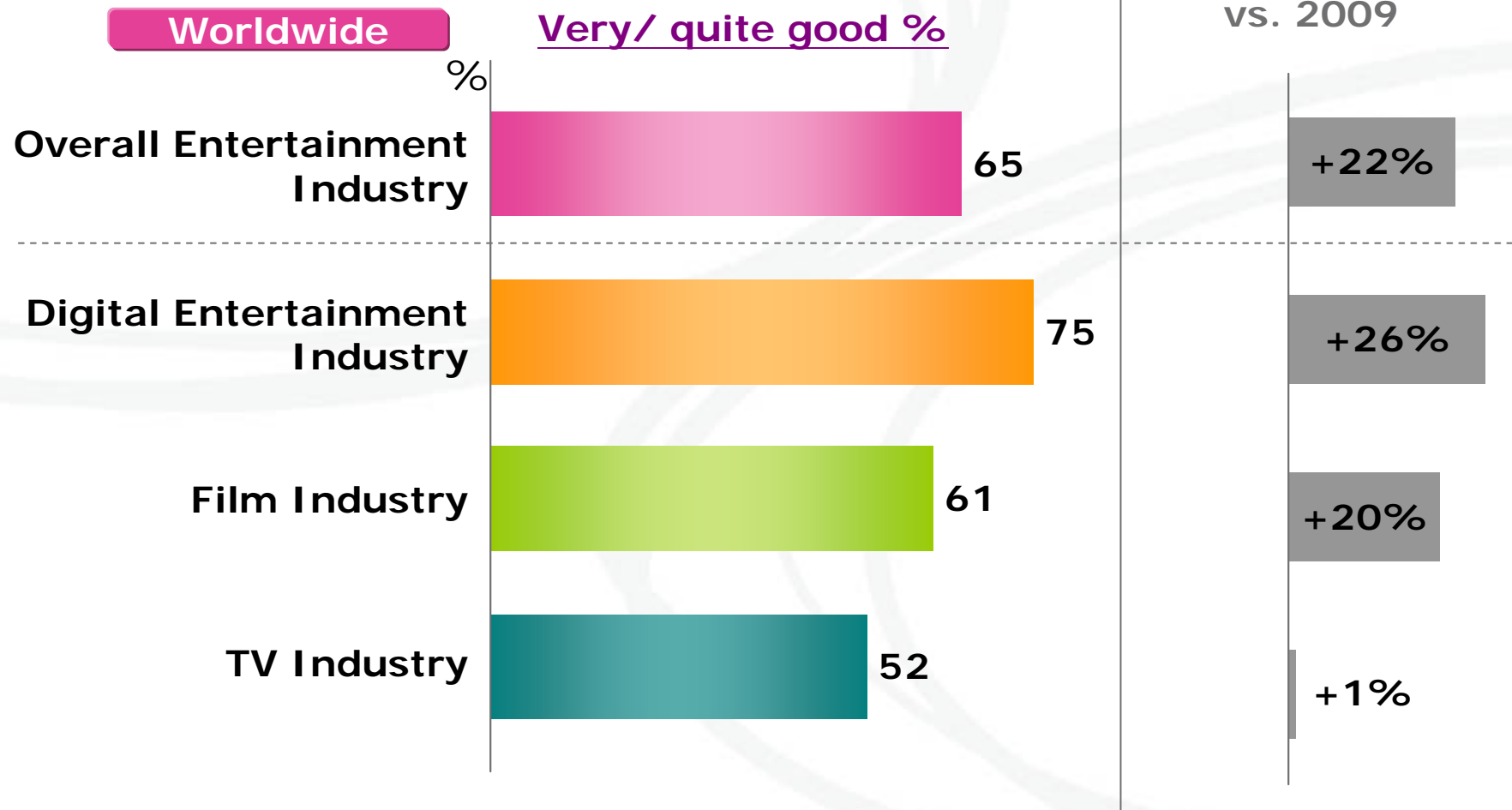
263 Visitors



INDUSTRY OUTLOOK



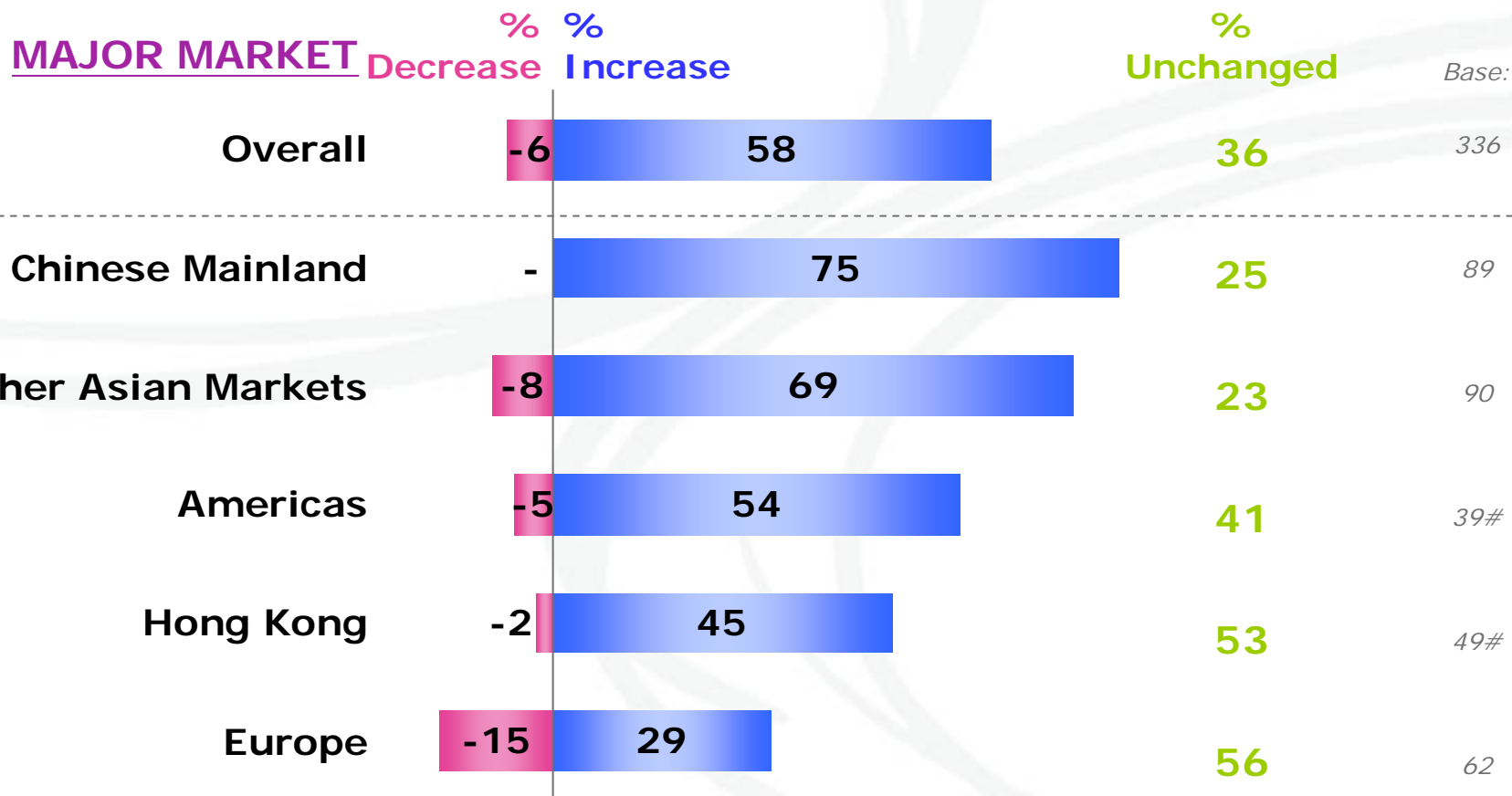
NEXT 12 MONTHS' GROWTH PROSPECT



Respondents: All exhibitors and visitors 336
 Film industry 183
 TV industry 101
 Digital entertainment industry 20##
 ##Very small base

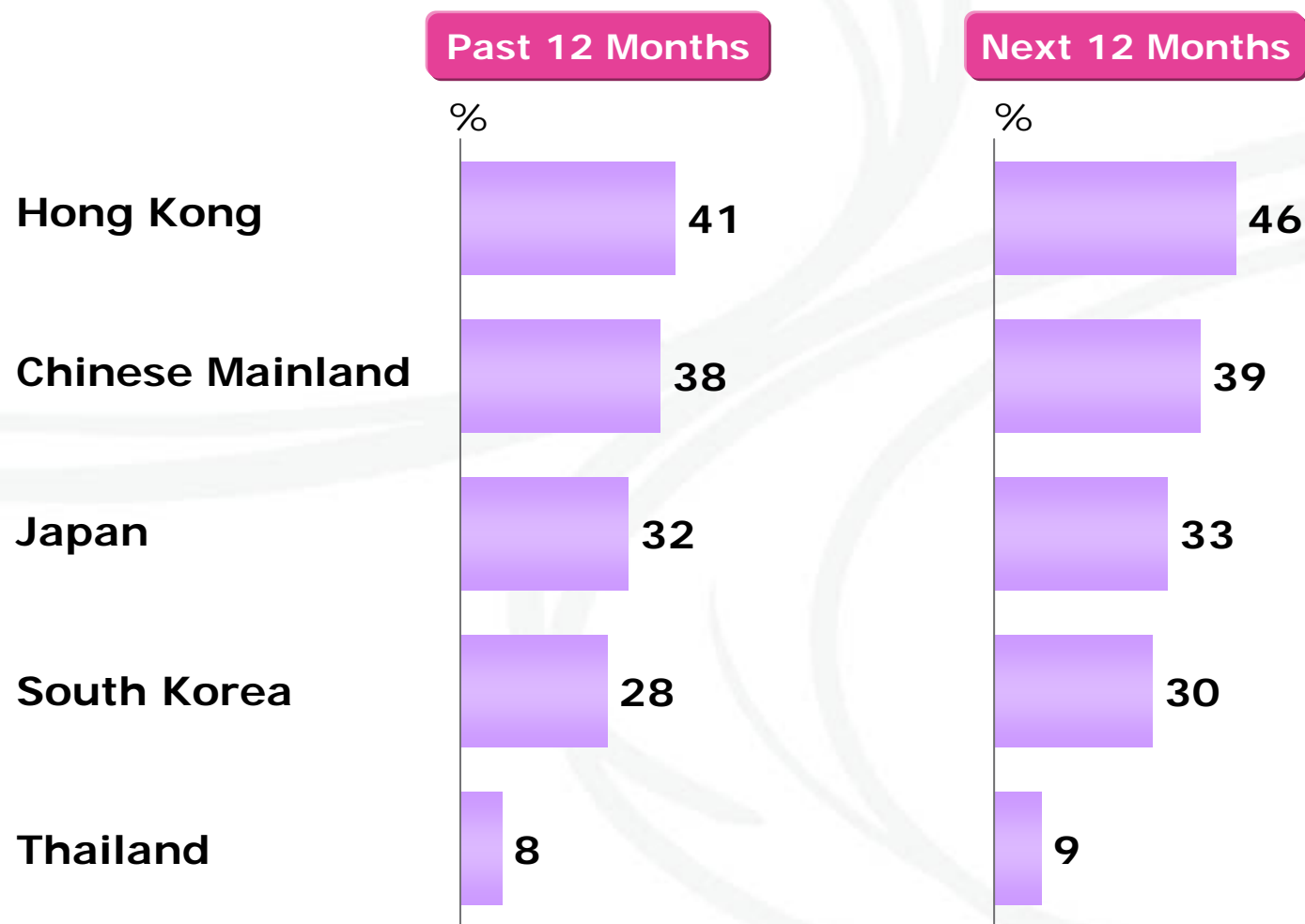


EXPECTED CHANGES OF BUSINESS VOLUME OF THE MAJOR MARKET



Respondents: All exhibitors and visitors
 # small base

TOP 5 SOURCES FOR CONTENTS ACQUISITION FROM ASIA



Respondents: 263 Visitors

MARKET WITH THE HIGHEST POTENTIAL FOR HONG KONG CONTENT

Overall	Film	TV	Digital Entertainment
1. Chinese Mainland	1. Chinese Mainland	1. Chinese Mainland	1. Chinese Mainland
2. Taiwan	2. Taiwan	2. Taiwan	2. Japan / South Korea
3. Japan / South Korea	3. Japan / South Korea	3. Japan / South Korea / South East Asia	3. Taiwan
4. Americas	4. Americas		4. Americas / Europe

Respondents: All exhibitors and visitors

336

183

101

20##

##Very small base

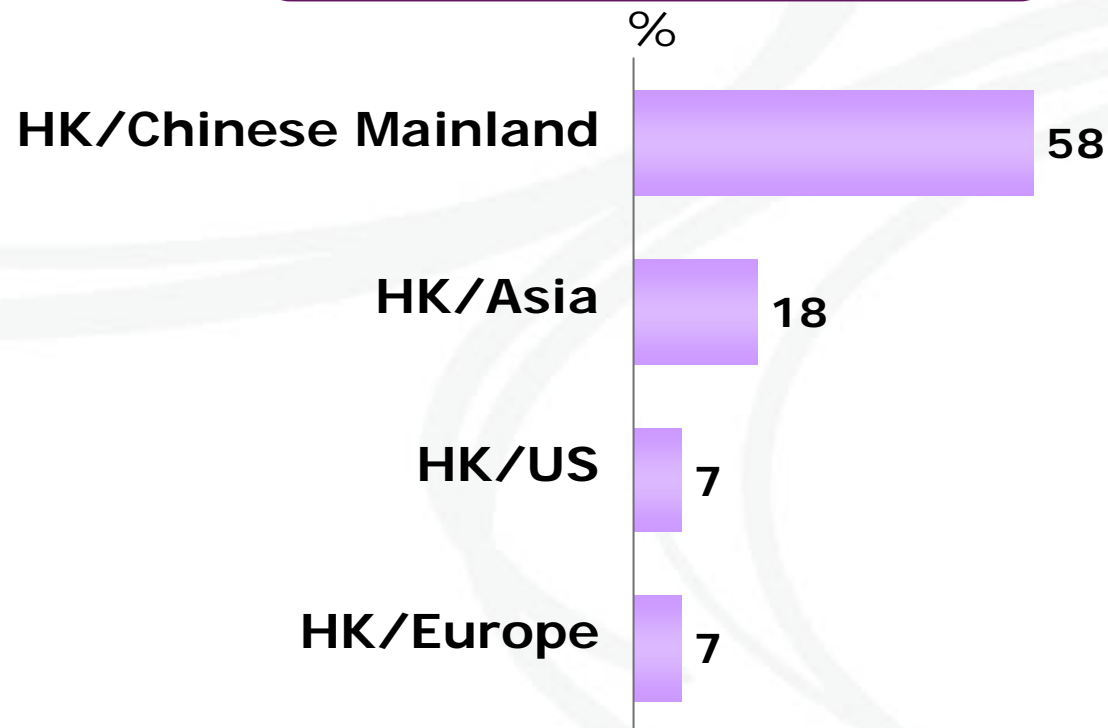


INDUSTRY TREND



CO-PRODUCTION IS THE LATEST WORLD TREND IN THE ENTERTAINMENT INDUSTRY

Regions that are going to have a closer co-production relationship with HK



Respondents: All exhibitors & visitors

336



Remarks : Others each less than 5% are not shown.

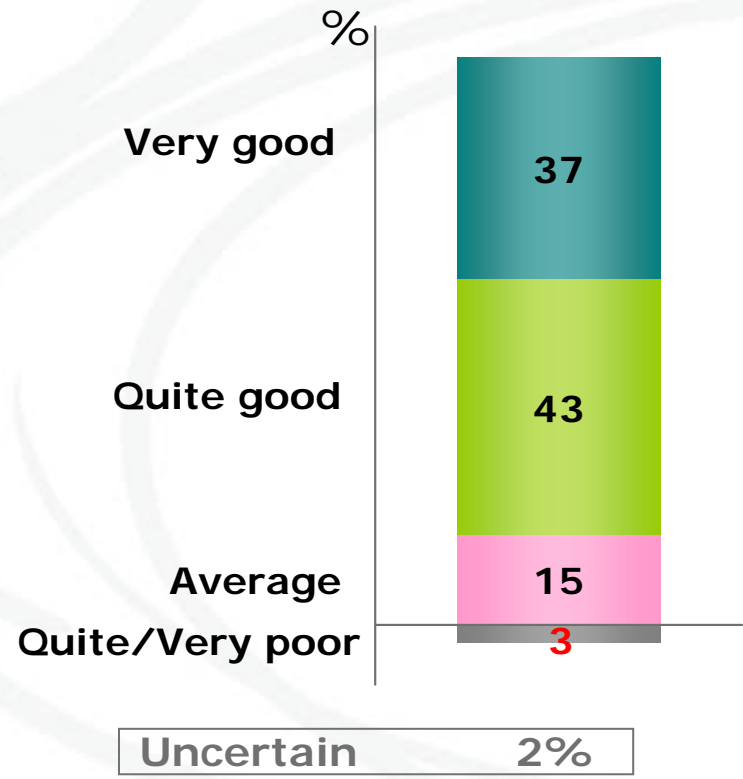
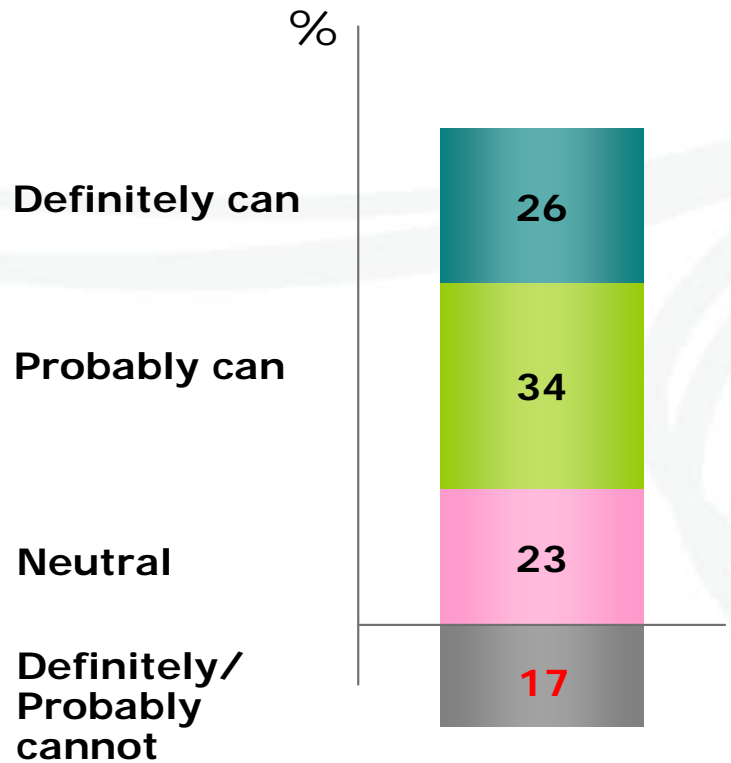
RISING POTENTIAL OF 3D TECHNOLOGY

More business opportunities to be brought by 3D technology in the next 3 years

Next-12-Months Growth Potential of 3D Film Production among Film Industry Players

**Definitely/
probably can 60%**

**Very/
quite good 80%**

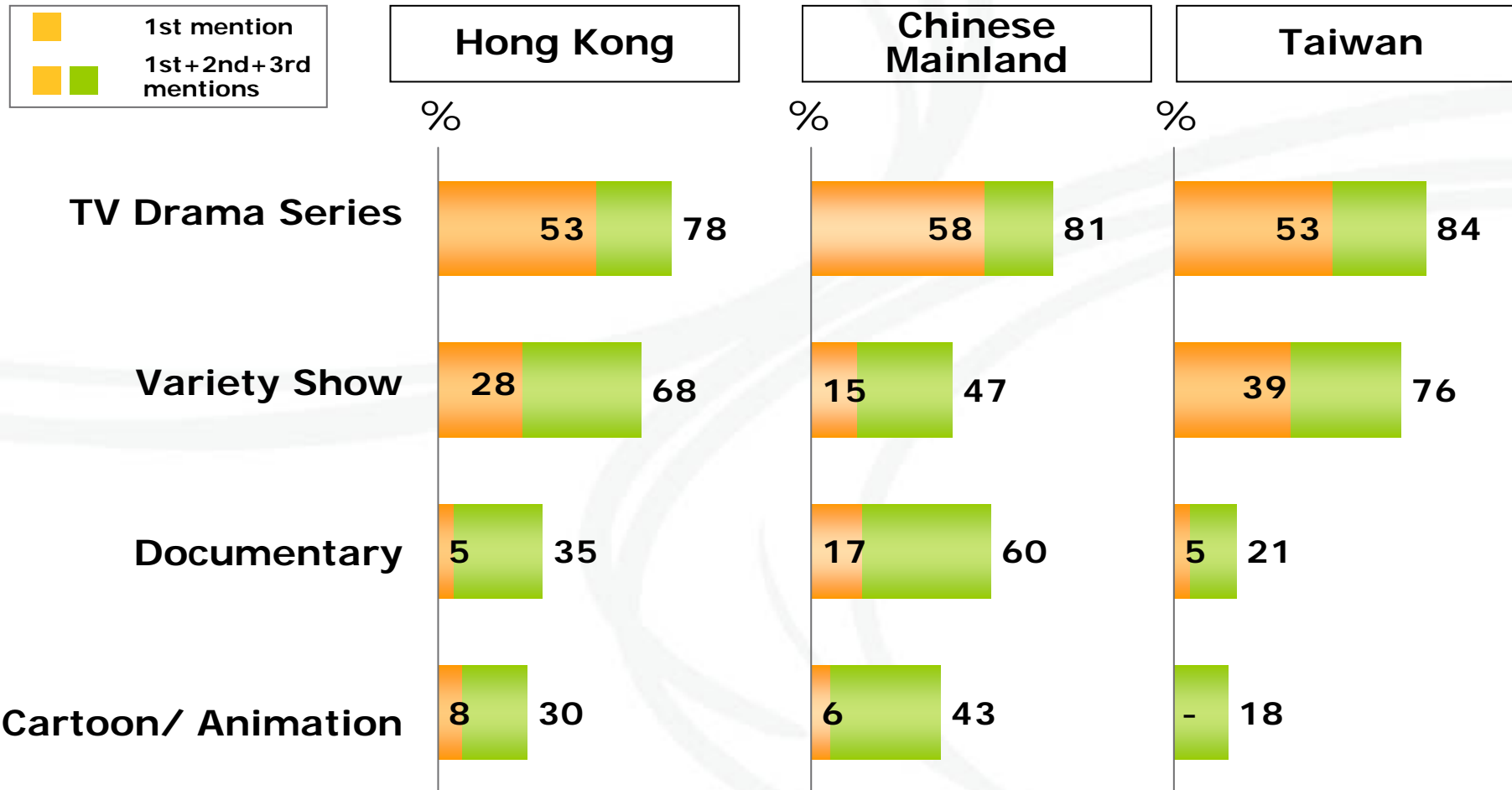


Respondents: All exhibitors & visitors
 336

Respondents: All exhibitors and visitors in film industry
 183



TV DRAMA SERIES & VARIETY SHOW OF HIGH BUSINESS POTENTIAL



Respondents: TV industry exhibitors and visitors with interest in TV business of respective countries/ regions

40#

53

38#

#Small base

Remarks : Others each less than 5% are not shown.



ROLES OF HONG KONG



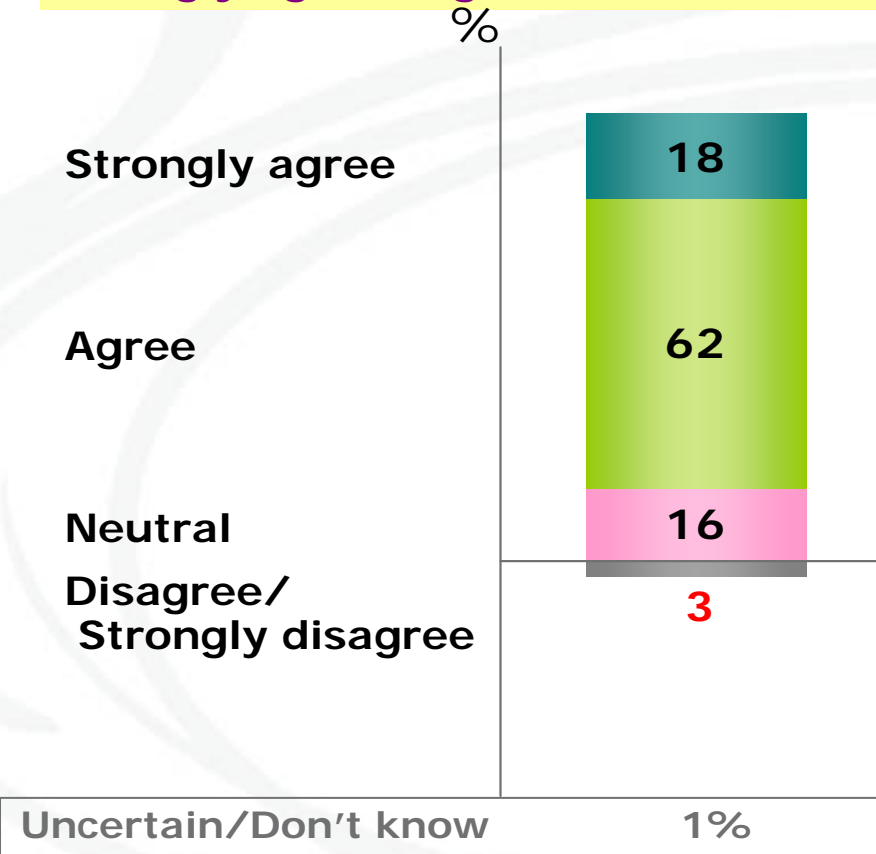
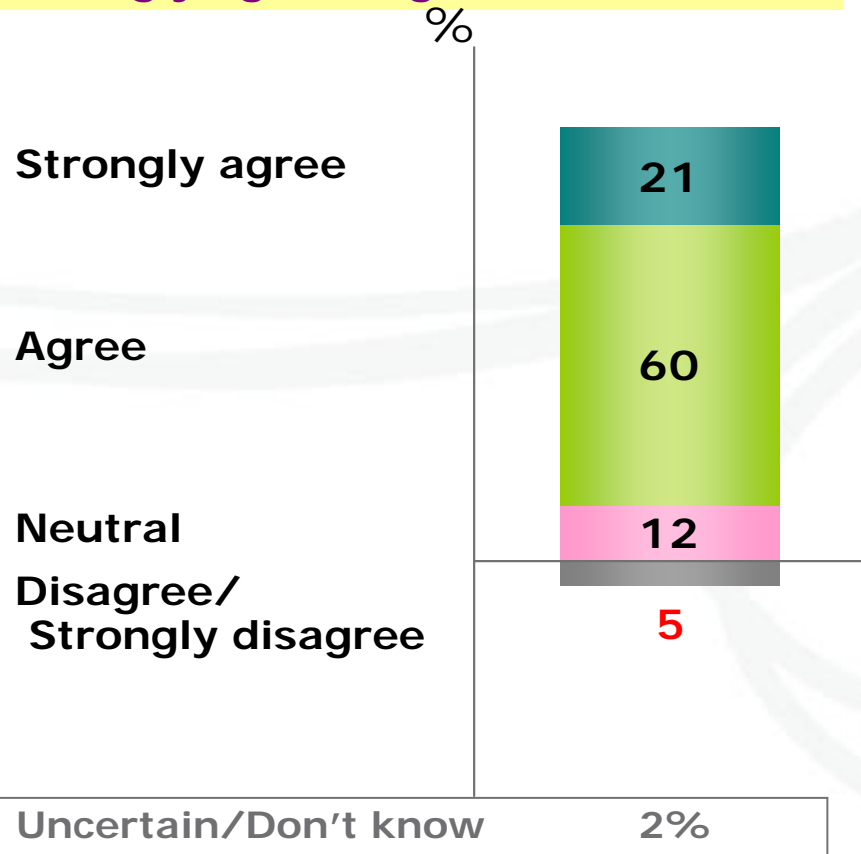
HONG KONG IS THE BEST PLATFORM REACHING CHINESE MAINLAND

To explore more co-production opportunities with China

To reach out Chinese Mainland buyers

Strongly agree/ agree 81%

Strongly agree/ agree 80%



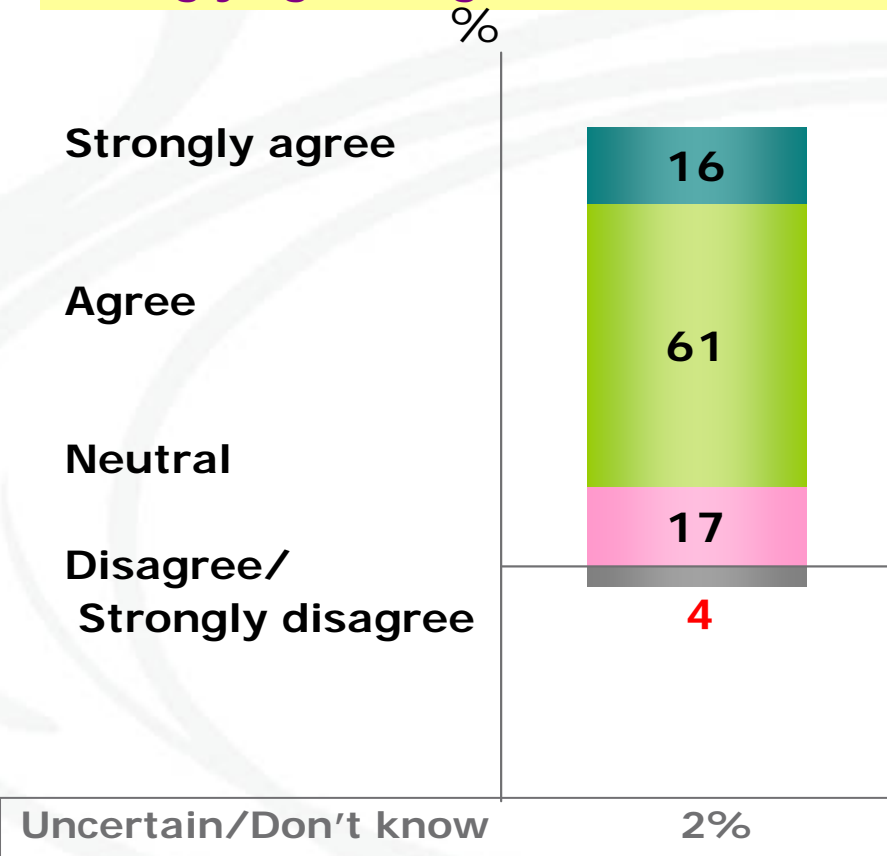
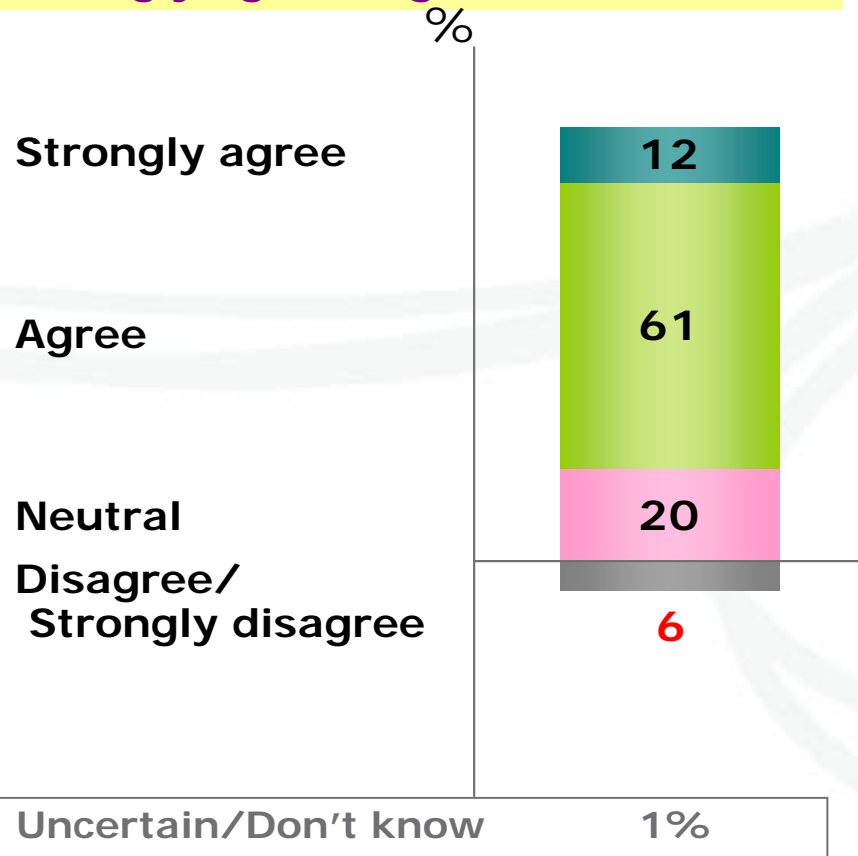
HONG KONG IS THE BEST PLATFORM REACHING OTHER ASIAN AREAS

To explore more co-production opportunities in other Asian areas

To reach out other Asian buyers

Strongly agree/ agree 73%

Strongly agree/ agree 77%



HK ACTS AS A MAJOR CONTENT PRODUCTION, DISTRIBUTION, TRADING & FILM FINANCING CENTRE IN ASIA

Strongly agree/
agree

%

74

Drivers*

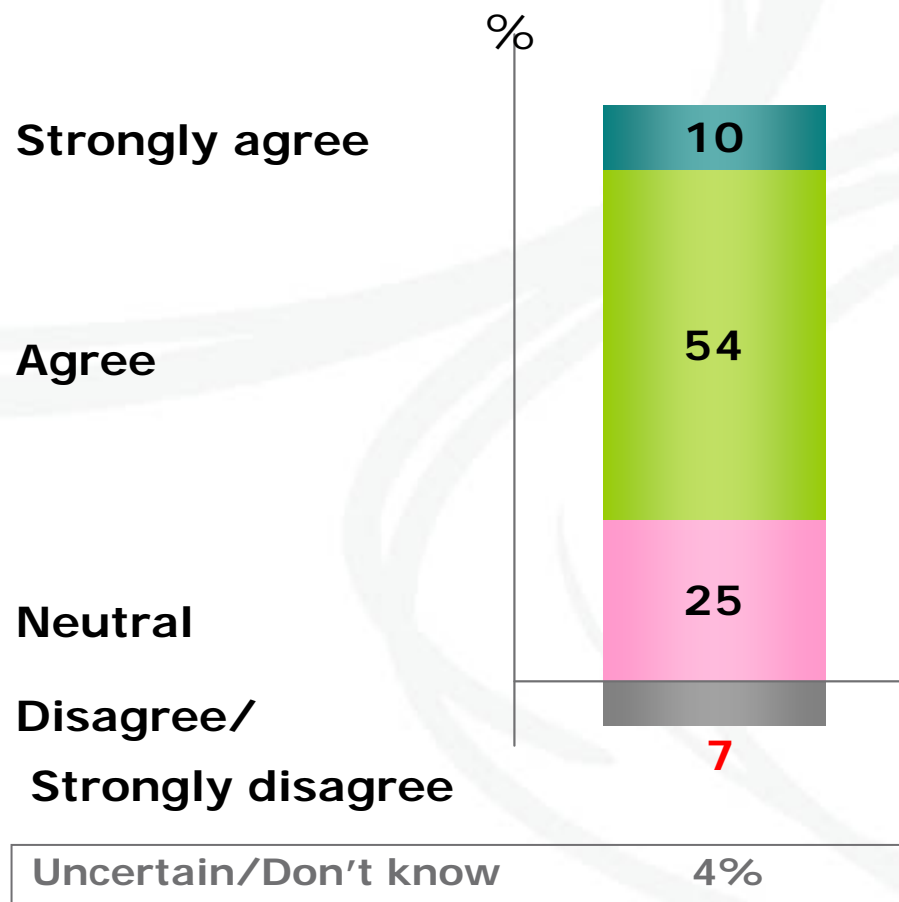
- Importance ↑
- Very Important
 - Important
- * Strong distribution networks in Asia
 - * Creative talent
 - * World class industry events
 - * State-of-art- technology
 - * High on-screen production values
 - * CEPA
 - * Protection and respect for intellectual property



* Attributes are ranked in sequence of importance
Respondents: All exhibitors and visitors 336

HK IS THE HUB OF BUYING AND SELLING THE CHINESE MAINLAND FILM AND TV DRAMA

Strongly agree/ agree 64%



Respondents: All exhibitors and visitors

336

3 MOST IMPORTANT GLOBAL FILM MARKET EVENTS (BY EVENT DATE OF THE YEAR)

FILMART (Hong Kong)

Marche du Film (Cannes)

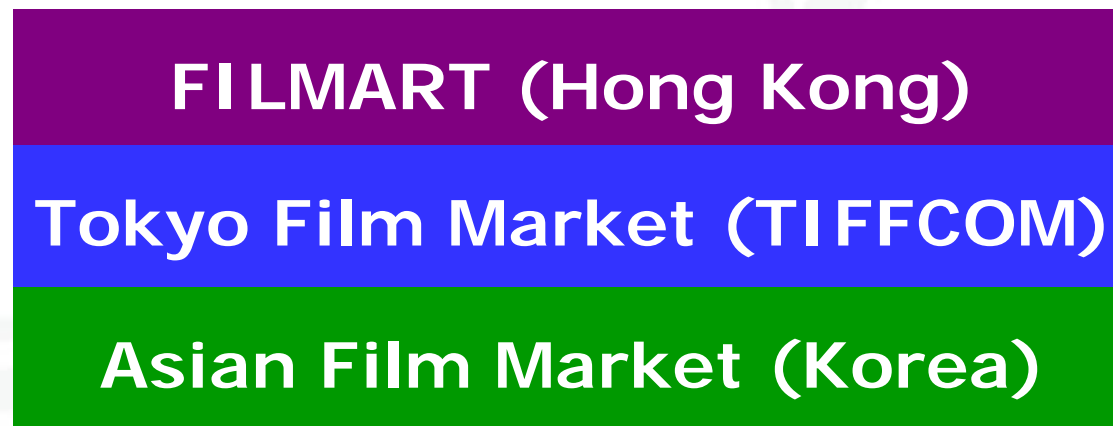
American Film Market

Respondents: All exhibitors and visitors

336



3 MOST IMPORTANT ASIAN FILM MARKET EVENTS (BY RANKING)



Respondents: All exhibitors and visitors

336



EXECUTIVE SUMMARY



SUMMARY

- * **Entertainment market players are optimistic about the industry outlook in the coming year.**

- * **Market sentiment towards film and digital entertainment industry is a lot more positive as compared with last year.**

- * **Industry players anticipate good potential brought by 3D technology.**
 - * **60% agree 3D technology will bring in more business opportunities in next 3 years.**
 - * **80% of film industry players are positive about the outlook of 3D film production in the coming year.**

SUMMARY

- * **Chinese Mainland is viewed as the market demonstrating the highest growth potential in the industry.**
 - * **75% of market players whose major market is Chinese Mainland expect an increase in business volume in the coming year.**

- * **Hong Kong content also has the highest potential in Chinese Mainland market.**

SUMMARY

- * Hong Kong serves as an excellent platform to explore co-production opportunities not only with China, but also Asia.
- * Hong Kong also plays an important role in connecting buyers in the region whilst...
- * ... FILMART has been selected as top 3 most important global film market events besides American Film Market and Marche Du Film by industry players.

MOST SALEABLE MALE FILM STARS WHO TAKE PART IN HONG KONG FILM (IN ALPHABETICAL ORDER)

ACTORS



- ♂ Chan, Jackie (成龍)
- ♂ Chow, Yun Fat (周潤發)
- ♂ Lau, Andy (劉德華)
- ♂ Leung, Tony (梁朝偉)

MOST SALEABLE FEMALE FILM STARS WHO TAKE PART IN HONG KONG FILM (IN ALPHABETICAL ORDER)

ACTRESSES

-  **Cheung, Maggie (張曼玉)**
-  **Shu, Qi (舒淇)**
-  **Yeoh, Michelle (楊紫瓊)**
-  **Zhou, Xun (周迅)**



MOST SALEABLE HONG KONG FILM DIRECTORS (IN ALPHABETICAL ORDER)

-  Chan, Peter (陳可辛)
-  To, Johnnie (杜琪峰)
-  Wong, Kar Wai (王家衛)
-  Woo, John (吳宇森)



MOST SALEABLE ASIAN MALE MOVIE STARS IN ASIAN MARKET (IN ALPHABETICAL ORDER)

ACTORS














- ♂ Chan, Jackie (成龍)
- ♂ Chow, Stephen (周星馳)
- ♂ Chow, Yun Fat (周潤發)
- ♂ Ge, You (葛優)
- ♂ Huang, Xiao Ming (黃曉明)
- ♂ Kaneshiro, Takeshi (金城武)
- ♂ Lau, Andy (劉德華)
- ♂ Lee, Jun Ki (李準基)
- ♂ Leung, Tony (梁朝偉)
- ♂ Song, Seung Heon (宋承憲)



MOST SALEABLE ASIAN FEMALE MOVIE STARS IN ASIAN MARKET (IN ALPHABETICAL ORDER)

ACTRESSES

-  Cheng, Sammi (鄭秀文)
-  Cheung, Maggie (張曼玉)
-  Fan, Bing Bing (范冰冰)
-  Gong, Li (鞏俐)
-  Jeon, Ji Hyun (全智賢)
-  Lau, Carina (劉嘉玲)
-  Li, Bing Bing (李冰冰)
-  Shu Qi (舒淇)
-  Yeoh, Michelle (楊紫瓊)
-  Zhang, Ziyi (章子怡)
-  Zhou, Xun (周迅)





Hong Kong International Film & TV Market (FILMART)

香港國際影視展

22 - 25 / 3 / 2010

