Digital Content Development in Asia

DR. CARIN HOLROYD
DEPARTMENT OF POLITICAL STUDIES
UNIVERSITY OF SASKATCHEWAN
Digital Content and the “New Economy”

- CDO is focused on the possibilities of the digital economy;
- Digital content is a fast-growing and dynamic sector: video games, multi-player on-line games, video-blogs, animation, immersive experiences, gamification;
- Digital content does not fit easily within national economic development strategies and policies.
Previous CDO presentation focused on limited Canadian engagement with East Asian digital content market (fastest-growing in the world)

This presentation looks at Hong Kong, Singapore and Malaysian efforts to develop and promote their digital content sectors.
Cyberport – opened in 2004, goal to make HK leading digital content sector,
Nurture local entrepreneurial excellence in the sector
Build a digital creative cluster – now 800 firms
Self financing
Cyberport

Inspirating the next generation
- Cyberport Digital Tech Internship Programmes
- Cyberport Creative Micro Fund
- Educational Tours
- School Programmes

Nurturing the entrepreneurial spirit
- Cyberport Incubation Programme
- Smart-Space community
- Training sessions and seminars for incubatees

Empowering global ambition
- Cyberport Accelerator Support Programme
- International collaboration
- Global digital tech events
- Cyberport Startup Alumni Association
Cyberport Creative Micro Fund

HK$100,000 seed funding

Cyberport Incubation Programme

HK$330,000 financial assistance

Cyberport Accelerator Support Programme

HK$300,000 financial assistance

Cyberport Macro Fund

Cyberport to allocate HK$200 million to launch this fund for start-ups
Singapore

- Series of programs over the last two decades
- Links with universities
- Now Pixel Studios – for serious content developers -sets, training, game testing, seed funding, recording studio
Malaysia

- Role of Multimedia University
- Recruitment of Investment and Talent
- Mac3 – develop talent, pay Malaysian companies to do own creative work, seed funding, training, mentoring
Digital Hubs: Malaysia

ERezeki – connecting low income households to digital income opportunities

EUusahaan – training micro entrepreneurs to grow their businesses using digital technologies
Lessons

- Great variety of approaches to building the sector (also Korea, Japan, Taiwan)
- Finding success in digital content outside domestic markets is challenging – culture, distribution channels
- Centres to develop and support talent
- Intense links between universities and industry
National Innovation and Digital Content

- National innovation - manufacturing vs. content
- Canada’s efforts focus on employment – mainly subsidies for Canadian and foreign firms.
- Less Canadian effort on digital content business development – shows up in government policy, incubators and general business strategies.
- Asian countries appreciate the economy-building and business development side of digital content more than North American authorities appear to do.